# ARMSTROMS PATIERN BOOK

# 1940

# ARMSTRONG PATTERN BOOK

ARMSTRONG'S LINOLEUM , LINOWALL QUAKER RUGS , STANDARD RUGS FELT-BASE FLOOR COVERING

# DISTRICT OFFICES

ATLANTA, GA	424-26 W. Peachtree Street
BOSTON, MASS	286 Congress Street
BUFFALO, N. Y	329-331 Ellicott Street
CHICAGO, ILL	chandise Mart, 222 N. Bank Drive
CINCINNATI, OHIO	
CLEVELAND, OHIO708-15	Caxton Building, 812 Huron Road
DALLAS, TEXAS	1022 Santa Fe Building
DENVER, COLO	511-14 Interstate Trust Building
DETROIT, MICH	1627 West Fort Street
KANSAS CITY, MO	1535 Walnut Street
LANCASTER, PA	Main Office, Liberty and Mary Sts.
LOS ANGELES, CAL719 Be	ndix Building, 1206 Maple Avenue
MINNEAPOLIS, MINN	515 Plymouth Building
NEW ORLEANS, LA	219 Tchoupitoulas Street
NEW YORK, N. Y	295 Fifth Avenue
SAN FRANCISCO, CAL	1355 Market Street
SEATTLE, WASH	803 Terminal Sales Building
CT LOUIS MO	1215 Washington Assess

# ARMSTRONG CORK COMPANY

FLOOR DIVISION / LANCASTER, PENNSYLVANIA, U. S. A.

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# ARMSTRONG'S 1940 LINE

# FEATURES IMPORTANT DEVELOPMENTS

ENTHUSIASTIC consumer acceptance of Armstrong's strikingly original Multiplane Embossing accounts for the introduction of twelve new Multiplane Embossed patterns of exceptional beauty and freshness.

# EMBOSSED FEATURES

In the Heavy Gauge assortment of these new Multiplane Embossed patterns, there is a particularly novel chevron-and-circle design effect.

Medium Embossed—in three new patterns—is distinguished by a new type of ground. This is an unusual polychrome coloring in soft tones that set off to advantage the discs, blocks, and lines.

Stars are pleasingly incorporated in three of this year's Standard Embossed patterns, while discs and blocks are featured in the other new patterns.

# STRAIGHT LINE INLAID

Stars also make their appearance in four of the new Standard Gauge Straight Line Inlaid Patterns—0455, 0456, 0457, and 0458. Here, the stars are used against marbleized grounds in combination with overlay lines and interesting angle blocks. In the three new Heavy Gauge Straight Line Inlaid patterns, especially strong emphasis is placed on the popular overlay effect.

# MARBELLE AND JASPÉ

Armstrong's important position in the custom-designed floor market is further fortified by the addition of four Marbelles, one Jaspé, and cerulean blue in

Plain linoleum. All these patterns will be available in Heavy, Medium, and Standard Gauges.

# LINOFLOR

As a further recognition of the call for custom floor effects in the lower brackets of the market, the Linoflor line is strengthened by three handsome Marbelle colorings—Nos. 1905, 1906, and 1907. Pattern 1905 in particular is a welcome addition because it supplies the need for a black marbling in this material.

In Inlaid Linoflor, three new patterns offer an unusual treatment of linked accent lines on an open ground.

# n blue in accents,

# NOTICE ON COLOR VALUES

While we have bent every effort to reproduce all patterns faithfully in this book, the limitations of color engraving and printing are such that we cannot guarantee, in every case, an exact duplication of the color values of the actual goods. It is suggested, therefore, that quality samples rather than these illustrations be employed to match colors with other materials.

# TEXTURED EFFECT IN FELT-BASE

Most refreshing of the features evident in the 1940 felt-base offering is a textured effect that will be found in both Quaker and Standard Rugs and Piece Goods. In the Quaker line, this textured motif is expressed in the charming needle-point patterns—Nos. 4785, 4786, 4787, and 4788. Nos. 4805 and 4806 also fall into the textured group. In the Standard line, an unusual damask textured tile effect is found in such patterns as Rug No. 4470 and Floor Covering No. 12410. A new leaf effect is presented in Standard Rugs Nos. 4460, 4461, 4462, and 4463.

Felt-base is further strengthened this year, by the addition of two new and colorful patterns in Quaker Passage Covering—Nos. P-250 and P-251.

Fern effects and Mellow Tone Marbling, both of which have met with high success, continue as important features in the 1940 felt-base rugs and floor coverings.

# COLOR TRENDS RECOGNIZED

In the entire assortment of new patterns, both linoleum and felt-base, there is a definite return to green as the high-style color note. Green will be found not only as an accent color in many of the patterns, but also as the principal ground coloring. Blue, however, which has recently enjoyed great popularity, continues in favor and finds ample representation in the current offerings. Black and white patterns, particularly those marked with brilliantly colored accents, which have been top-rank volume producers

in the recent past, continue to hold their position as style leaders.

# PLAIN LINOWALL

News of high importance in the wall covering field is the fact that Linowall is now available in six plain colors—all of which are delicate pastels of unusual beauty.

# DARK LINOWALL

Almost equally important is the announcement of three new dark colors in Linowall, which were designed primarily for use as wainscoting. These new colorings are keyed to harmonize with the lighter tones.

# WHY ARMSTRONG'S FLOORS AND LINOWALL CONSTITUTE STRONG LINE FOR MERCHANTS

PUBLIC acceptance of Armstrong's Linoleum as a high-quality material made by a dependable manufacturer rests upon the following solid foundations:

(1) Quality is built into the goods not only by the grade of materials used and the painstaking care that is typical of every operation, but also by a large number of exclusive features that have been developed by Armstrong; (2) for twenty-three years, Armstrong has been telling the public about Armstrong's Linoleum Floors through a continual program of advertising in national magazines; (3) Armstrong has provided its merchants with assistance in designing, laying, and selling linoleum floors.

Let's examine each of the above points in detail, starting with the exclusive Armstrong quality features:

# PLAIN AND JASPÉ

Smooth Surface—Because finely ground cork is used, the surface of Armstrong's Plain and Jaspé Linoleum is exceptionally smooth.

Custom-Craft Dies—A wide variety of custom floors can be created at low cost from various colors of Armstrong's Plain, Jaspé, Marbelle, and Monobelle Linoleum, by the use of these ten dies—another exclusive Armstrong development.

# MARBELLES AND MONOBELLES

Superior Key Construction—A better bond that prevents the linoleum mix from coming loose from the burlap is obtained by a special process developed by Armstrong which starts with a thin layer of Plain linoleum calendered into the burlap back, and is followed by the marbleized linoleum layer.

Subtle Graining—Because of another Armstrong development, the marbling of Armstrong's Marbelle and Monobelle Linoleum is finer and more even.

### STRAIGHT LINE INLAIDS

Armstrong's Straight Line Inlaid Linoleum offers the same advantages found in Plains and Marbelles smooth surface and superior key plus an unusual variety of well-styled designs and colors.

# EMBOSSED INLAIDS

Included in this grade of linoleum, produced by an exclusive Armstrong process protected by patents, are many unusual design effects such as Multiplane Embossing, shaded and marbleized inset blocks. Streamlining of the embossing assures ease of cleaning.

# PRINTED LINOLEUM

Mellow Tone Marbling is an exclusive feature found in five Armstrong's Printed Linoleum patterns.

# LINOFLOR

Safety-Back—An exclusive feature of Linoflor is a special Safety-Back which permits cementing the goods direct to the floor and removing it later without damage to the subfloor. The wide assortment of up-to-the-minute designs in Inlaid Linoflor and the handsome colors in Marbelle Linoflor also are important features that are appreciated by consumers.

#### FELT-BASE RUGS AND PIECE GOODS

Safety-Back—Armstrong's Quaker Floor Covering also has the exclusive Safety-Back which makes it possible to paste felt-base floor covering direct to wood floors, and to be able to remove it later, simply, easily, and without damage to the subfloor.

Extra-wide Goods—Both Armstrong's Quaker and Standard Rugs and Floor Covering are made in exclusive twelve-foot widths. This results in the better fitting of more rooms with felt-base rugs, and in seamless floors for a larger number of rooms.

Novelty and Picture Rugs—All Armstrong patterns are distinctive, but the Quaker Map and Play Rugs have an especially wide appeal.

Mellow Tone Marbling—By an exclusive process, the marble effects in Armstrong's Quaker Line have a new realism, quite unlike ordinary marbling in felt-base.

Jaspé-like patterns—Another new process was developed by Armstrong to obtain the effect of Jaspé linoleum in several Standard Floor Covering patterns.

# MASTIC ARMOFLOR

Mastic Armoflor, an exclusive and entirely different basic flooring material, is described on page 337. This long-lasting, easily-maintained flooring consists of a calendered mastic mix keyed to a backing of tough asphalt-saturated felt. It is pasted direct to the subfloor without the use of lining felt of any kind.

# LINOWALL

Several distinctive Linowall patterns—plain pastel colorings, dark colorings suitable for wainscoting, walnut, pine, soft burled pastel patterns, and embossed tile effects—are exclusive Armstrong developments and are found in no other line of wall coverings. In addition to these style advantages, Linowall has many other features that endow it with wide popular appeal. It is a truly washable and waterproof wall covering that can be quickly and safely cleaned by rubbing it with a damp cloth. It is flexible and can be curved around inside and outside corners, or from the wall onto the ceiling without unsightly seams. It costs only about half as much as other permanent materials.

# FELT-LAYER METHOD

Having developed a top-quality product, Armstrong developed the felt-layer method of installing it. This development played an important part in helping to establish linoleum as an attractive and dependable flooring for all types of structures and has contributed largely to the broadening use of linoleum all over the house in the residential market. This is the only method that has been tested by more than twenty years of service in homes and busy buildings. It produces a better flooring job because Armstrong's Green Lining Felt, which has more "give" than linoleum, protects the linoleum from splitting and cracking when wood subfloors expand or contract.

Lining felt is also desirable because it conceals the outline of the floor boards; makes the floor quieter, warmer, and more restful. In addition, the use of lining felt simplifies removal and re-use of the linoleum. This is important to occupants of rented properties.

# ARMSTRONG ADVERTISING

With the assurance that its product and installation method filled a real need, Armstrong has for twenty-three years advertised in the leading national magazines. As a result, the name "Armstrong" has become synonymous with linoleum, and the idea of linoleum for every room in the house has won definite acceptance. To supplement this long-range national advertising, Armstrong has developed a number of services especially for the assistance of merchants.

#### BUREAU OF INTERIOR DECORATION

Armstrong's Bureau of Interior Decoration provides a design service that makes linoleum floors easier to sell. It furnishes prospects with complete room color schemes, including swatches of wall paper, wood trim, upholstery, curtain fabrics, and rugs, as well as the recommended linoleum and Linowall patterns; and prepares designs of special Custom-Craft floors for merchants to use as an aid in selling specific jobs.

# RETAIL ADVERTISING SERVICE

The Customer's Service Section of the Advertising Department offers a real aid to merchants in planning their local advertising: newspaper, direct mail, or radio. In addition, a complete assortment of attractive literature and display material is supplied regularly to merchants for use in their own promotional activities.

#### LINOLEUM LOGIC

Now in its twenty-fifth year, Linoleum Logic is the recognized trade paper of the retail linoleum business. Successful merchandising methods employed by individual retailers, new markets for the sale of hard surface floorings, outstanding installation pictures, editorials by prominent retailers, display ideas, hints for layers—all are brought to the attention of merchants through this free monthly newspaper.

# BUREAU OF RETAIL MERCHANDISING

The Armstrong Bureau of Retail Merchandising acts as a clearing house of linoleum information, making the experiences of hundreds of merchants available to other merchants. The bureau offers a training program for employees of retail stores. It plans linoleum departments and display devices. It publishes "The Salesmanship Guidebook," a 128-page volume containing a wealth of information for the retail salesman; "Stock Control—A Key to Profits," outlining a simplified system for the linoleum department; "The Business Side of Linoleum Installation," a survey of workroom and laying methods in 223 stores, with time studies; "Job Control," based on a two-year study of procedures controlling all stages of a job.

# LAYING SCHOOL

The services of the Armstrong Laying School are available to those merchants who wish their mechanics to learn the latest methods of installing linoleum, sink tops, cove base, felt-base, and Linowall. There is no cost except travel and living expenses in Lancaster.

# FELT-LAYER METHOD IS BACKED BY YEARS OF SUCCESSFUL PERFORMANCE



Armstrong's Lining Felt is pasted over the subfloor with Armstrong's Linoleum Paste.



Armstrong's Linoleum is firmly pasted to the felt with Armstrong's Linoleum Paste.



Next, the linoleum is joined with almost invisible seams, then rolled and weighted.



LEFT—Old bathrooms are hard to decorate unless the floor is part of the picture. In this one, the floor is Armstrong's Marbelle Linoleum No. 021 with special inset of Coral No. 49. Easier housekeeping is assured, since a light dusting, an occasional washing and freshening up with Armstrong's Linogloss Wax are all the care needed. And note the walls—Armstrong's Linowall, Black 703 and Peach 705.

RIGHT — This guest room formerly was waste space in the attic. Such room transformation is easy and inex-pensive with Arm-strong's Linoleum. Many homemakers are discovering hidden beauty in their homes through the magic touch of color and design in the floor. Here a distinctive effect is obtained with Armstrong's Beige Jaspé No. 7 with Linostrips of turquoise, coral, and chartreuse. Walls are Armstrong's Temlok De Luxe.





LEFT—This room does extra duty. In the morning it's a sewing-room. After school it's a study. And after dinner it's that home office that Dad has been asking for. Yet despite these extra uses, this room always looks its best. The easy-to-clean, long-lasting floor of Armstrong's Linoleum, Embossed No. 6271, is the answer. It's built for extra duty.



This kitchen has a floor that is not only practical and easy-to-clean, but also one that is colorful and gay. It's Armstrong's Embossed Inlaid Linoleum No. 5601, firmly cemented in place over felt—the only approved method.



It's hard to believe that this family game room was once a cluttered attic. Armstrong's Jaspé Linoleum in apple green and hunter green, with special compass design in plain colors, completely hides the old attic boards.



Like the warm handclasp of a friend, this entrance hall bids you "Come in—and welcome!" Its cheerful personality starts with a special floor of Armstrong's Monobelle Linoleum 043, inset with white and chartreuse.



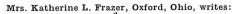
Fabric rugs and furnishings take on new charm against this floor of Armstrong's Linoleum (teak brown Jaspé with novel border). Linoleum also provides a decorative floor when rugs are stored during the summer months.

# HOME OWNERS COMMEND LINOLEUM



Mrs. Martin L. Hampton, Sunset Island, Miami Beach, Florida, writes:

"I decided on Armstrong's Linoleum because I found such a beautiful range of colors. It is a joy to have our home completely equipped with linoleum floors. We have had many compliments on our floors."



"In planning the interior of my new home, I considered nothing but linoleum for my entire downstairs, because it lends itself so perfectly to modern treatment.

"I have been impressed with the ease in caring for these floors with Armstrong's Liquid Wax.

"There is the added satisfaction of sanitation which I have never experienced with other floor coverings. There are no longer any worries of permanent ruin when something is accidentally spilled."











#### W. C. Griffith, Indianapolis, Indiana, writes:

"We used Armstrong's Linoleum in four of the nine rooms in our country house. In addition, we also put it down in all hallways and baths. We used Armstrong's Linowall in two of the baths, and Mrs. Griffith is very much pleased with the entire installation.

"The attractive coloring and special inset add greatly to the individuality of the different rooms, and we have found that, from a practical standpoint, it is much easier to clean and more sanitary than any other kind of floor covering."

# FOR EVERY ROOM IN THE HOUSE.



Mrs. Viola M. Hunt, Rosemont, Pennsylvania, writes:

"In 1930, I built a house at Devon, Pennsylvania, in which I used Armstrong's Linoleum in all the rooms on the first floor.

"When I decided to build at Rosemont last year, it was a foregone conclusion that I would use Armstrong's Linoleum throughout the entire house.

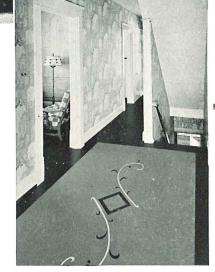
"I have had experience with hardwood floors in other houses; and the linoleum is so much easier to take care of, so much quieter, and more resilient to walk on, that there is no comparison."

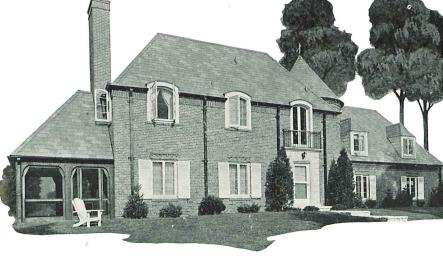


Mrs. J. B. Wallace, Cleveland, Ohio, writes:

"I am taking this opportunity to advise of our complete satisfaction in Armstrong's Linoleum and Rubber Tile recently installed in our home.

"We have either Armstrong's Linoleum or Rubber Tile in practically every room in the house, including the entire areas of two bathrooms, which makes them modern, colorful, and practical as well as spotlessly clean in appearance and very beautiful."





Mrs. Victor S. Sandrock, St. Louis County, Missouri, writes:

"When planning our new house, I noticed in the *House Beautiful* magazine a dining-room floor covered with Armstrong's Linoleum. I thought it beautiful in addition to being serviceable, so I consulted our architects and they highly recommended the use of your product.

"The completed floor is one of beauty, and I find that a floor of this kind in a dining-room is very desirable due to the ease with which it can be kept clean.

"We have received many compliments upon the design and color of the floor. I am very happy with it."





LEFT—Gimbel Brothers Toy Department, New York. Frederic A. Gimbel, Vice-President, says: "These new Armstrong Floors have cut down losses on damaged merchandise. They have also simplified our cleaning operations. Our clerks are enthusiastic about the new comfort underfoot Armstrong's Linoleum gives them. And all of us are mighty proud of the sales-attracting atmosphere these Armstrong's Linoleum Floors have created."

RIGHT — Art Department students of the Piedmont Beach Schools in California decorated this kindergarten. You see the results here. And also a convincing demonstration of the unusual floor effects now possible with Armstrong's Linoleum. This original design was carried out with a field of Armstrong's Marbelle Linoleum, and unique insets of plain colors. Seats and table tops also are linoleum-covered.





LEFT—Merchants find their best silent salesman right at their feet when they put floor space to work with eye-appealing Armstrong's Linoleum. But does it really work? We quote the Wonder Clothes Stores, of Balti-more, Md.: "Arm-strong's Linoleum unquestionably has played an important part in the growing sales of our newest Wonder Clothes unit!" This special floor design was created by combining Armstrong's Jaspé, Marbelle, and Plain Linoleum.



Floors help sell flowers for the Russell Floral Shop of Cleveland, Ohio. This pleasing design of Armstrong's Linoleum illustrates very effectively how floors of distinction and originality can be created for a place of business.



Named after the famous Early American maker of glass, this Baron Stiegel Room of the Hotel Brunswick, Lancaster, Pa., greets each guest with an atmosphere of fine living. Its attractive floor is Armstrong's Plain Linoleum.

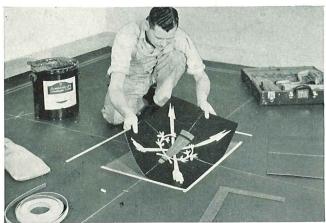


There's a sales idea for countless businesses in this diningroom of the Sylvan Lake Hotel, Custer State Park, S. Dakota. It shows how floors of Armstrong's Linoleum carry out the personality of any type of business.



Showmanship sells in this New York display room of Kensington, Inc. And it's showmanship that starts with a fine floor of Armstrong's Plain Linoleum that was specially created by Lurelle V. A. Guild, famous designer.

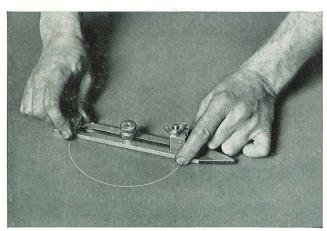
# CUSTOM-CRAFT FLOORS EASILY CREATED TO MEET EVERY NEED AND EVERY PURSE



Ready-Cut Linosets offer the easiest method of producing custom floors. The Linoset is inserted as a unit in an opening cut in the field. See designs on pages 15, 16, 17, and 18.



Die-Cut designs simplify the creation of individualized Linosets by eliminating slow and expensive hand-cutting. Dies cutting ten basic shapes are included in the outfit.



More intricate custom floors and Linostrips can be laid out readily and cut with Armstrong's Universal Scriber, which may also be employed for all kinds of scribing.

ADDITION of four new Ready-Cut Linosets to the 1940 line is further evidence of the success of Armstrong's efforts to bring custom-designed floors within reach of the average pocketbook through its Custom-Craft Floor Program. Moreover, the growing use of Custom-Craft Dies and the instant acceptance of the Universal Scriber as a means of producing even more intricate Linosets prove that the idea of designed-to-order floors has won definite recognition from architects, decorators, and home owners everywhere.

# READY-CUT LINOSETS

Armstrong's Ready-Cut Linosets provide the easiest and most economical means of incorporating special insets in linoleum floors and Linowall. Created by the Armstrong Bureau of Interior Decoration with the same skill, taste, and care that are employed in producing exclusive designs for the finest homes, these Linosets have wide appeal from the standpoint of economy. Furnished with all the parts bound in place, they can be inserted in the field linoleum as a unit, simply by cutting out a square or circle of the same size. No intricate measuring, scribing, or cutting is required; and there is no waste of material or time. A wide assortment of smart designs is available for use in many commercial areas as well as in homes.

Ready-Cut Linosets are supplied in Heavy, Medium, and Standard Gauges, but they may be used with  $\frac{3}{16}$ " or 6 mm. linoleum by building them up to the proper level with lining felt. They may also be beveled at the edges and inserted in Armstrong's Linowall.

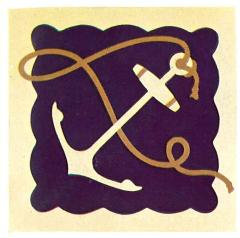
# DIE-CUT LINOSETS

Die-Cut Linosets, made with Armstrong's Custom-Craft Dies, permit the creation of Linosets which are more highly individualized than Ready-Cut Linosets, but which can be produced quickly by any good linoleum mechanic. The ten die shapes form thousands of artistic effects, a few of which are shown on page 19.

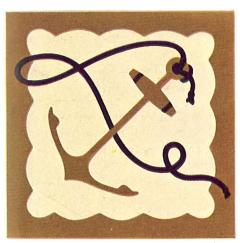
The complete outfit consists of ten dies, a pounding plate, and a hammer, packed in a strong maple chest.

# DESIGNS CUT WITH UNIVERSAL SCRIBER

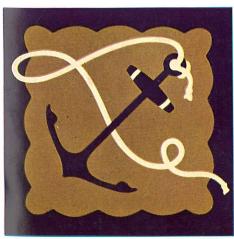
Where utmost originality is required, special designs can be planned by architects, decorators, owners, or the Armstrong Bureau of Interior Decoration, and cut to order either at the Armstrong factory or by the linoleum mechanic. Where the latter method is employed, Armstrong's Universal Scriber will be found to be an invaluable tool, since—in addition to performing various kinds of scribing—it cuts  $\frac{3}{4}$ " to  $\frac{7}{1}$ " circles, and straight or circular Linostrips  $\frac{1}{4}$ " to  $\frac{6}{1}$ " wide.



Anchor Design No. 934A
Size: 24" x 24"
Colors: 30, 23, and 28
Code Words: Heavy (1/8") Gauge...LSDAK,
MediumGauge...LSDID, Standard Gauge...LSDLA



Anchor Design No. 934B
Size: 24" x 24"
Colors: 23, 28, and 30
Gauges and Code Words—See 934A



Anchor Design No. 934C Size: 24" x 24" Colors: 28, 30, and 23 Gauges and Code Words—See 934Λ



Tropical Fruit Design No. 939A
Size: 12" x 12"
Colors: 25, 21, 48, and 33
Code Words: Heavy (1/s") Gauge...
LSFGR, Medium Gauge... LSFHS,
Standard Gauge... LSFIT



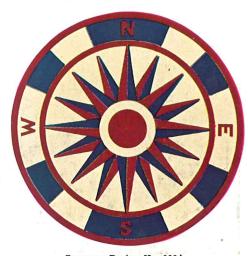
Tropical Fruit Design No. 939B Size: 12" x 12" Colors: 48, 21, 25, and 33 Gauges and Code Words—See 939A



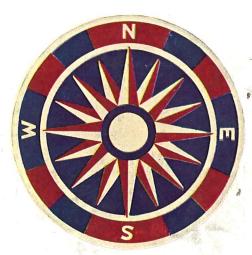
Tropical Fruit Design No. 939C Size: 12" x 12" Colors: 33, 21, 25, and 48 Gauges and Code Words—See 939A



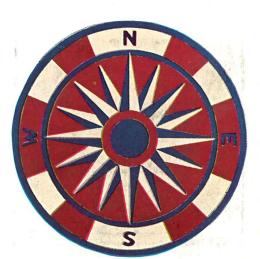
Tropical Fruit Design No. 939D Size: 12" x 12" Colors: 21, 25, 33, and 48 Gauges and Code Words—See 939A



Compass Design No. 933A
Size: 24" diameter
Colors: 23, 29, and 40
Code Words: Heavy (½") Gauge...LSCOV,
Medium Gauge...LSCUS, Standard Gauge...LSCYX



Compass Design No. 933B Size: 24" diameter Colors: 29, 23, and 40 Gauges and Code Words—See 933A



Compass Design No. 933C Size: 24" diameter Colors: 40, 23, and 29 Gauges and Code Words—See 933A



Fruit Design No. 926A
Size: 24" x 24"
Colors: 30, 33, 39, and 48
Code Words: Heavy (1/s") Gauge...LSAKY,
Medium Gauge...LSALZ, Standard Gauge...LSAMD



Fruit Design No. 926B
Size: 24" x 24"
Colors: 33, 39, 30, and 48
Gauges and Code Words—See 926A



Fruit Design No. 926C Size: 24" x 24" Colors: 39, 48, 30, and 33 Gauges and Code Words—See 926A



Flamingo Design No. 946A
Size: 18" diameter
Colors: 21, 23, and 45
Code Words: Heavy (1/8") Gauge...
LSHKD, Medium Gauge...LSHLE,
Standard Gauge...LSHMF



Flamingo Design No. 946B
Size: 18" diameter
Colors: 23, 45, and 21
Gauges and Code Words—See 946A



Flamingo Design No. 946C Size: 18" diameter Colors: 45, 21, and 23 Gauges and Code Words—See 946A



Fruit Design No. 926D Size: 24" x 24" Colors: 48, 30, 33, and 39 Gauges and Code Words—See 926A



Sea Horses Design No. 941A
Size: 9" x 9"
Colors: 23, 27, and 49
Code Words: Heavy (1/8")
Gauge...LSFMY, Medium
Gauge...LSFNY, Standard Gauge...LSGDA



Sea Horses Design No. 941B Size: 9" x 9" Colors: 27, 23, and 49 Gauges and Code Words— See 941A



Sea Horses Design No. 941C Size: 9" x 9" Colors: 49, 23, and 27 Gauges and Code Words— See 941A



Teakettle Design No. 942A
Size: 9" x 9"
Colors: 29, 23, and 24
Code Words: Heavy (1/8")
Gauge ... LSGEW, Medium
Gauge ... LSGJI, Standard Gauge ... LSGLT



Teakettle Design No. 942B Size: 9" x 9" Colors: 24, 23, and 29 Gauges and Code Words— See 942A



Teakettle Design No. 942C Size: 9" x 9" Colors: 23, 24, and 29 Gauges and Code Words— See 942A



Ship Design No. 940A
Size: 12" x 12"
Colors: 30, 23, and 43
Code Words: Heavy (½")
Gauge... LSFJU, Medium
Gauge... LSFKV, Standard Gauge... LSFLW



Mixing Bowl Design
No. 945A
Size: 12" x 12"
Colors: 45, 30, and 39
Code Words: Heavy (½")
Gauge...LSHHA, Medium
Gauge...LSHB, Standard Gauge...LSHJC



Porpoise Design
No. 944A
Size: 12" x 12"
Colors: 21, 42, and 33
Code Words: Heavy (1/8")
Gauge...LSHEX, Medium
Gauge...LSHFY, Standard Gauge...LSHFY



Tea Service Design
No. 943A
Size: 12" x 12"
Colors: 24, 46, and 41
Code Words: Heavy (½")
Gauge...LSHBU, Medium
Gauge...LSHCV, Standard Gauge...LSHDW



Breakfast Table Design No. 938A Size: 12" x 12" Colors: 24, 23, and 39 Code Words: Heavy (½") Gauge... LSFDO, Medium Gauge... LSFEP, Standard Gauge... LSFFO



Ship Design No. 940B Size: 12" x 12" Colors: 43, 23, and 30 Gauges and Code Words— See 940A



Mixing Bowl Design No. 945B Size: 12" x 12" Colors: 39, 45, and 30 Gauges and Code Words— See 945A



Porpoise Design
No. 944B
Size: 12" x 12"
Colors: 42, 33, and 21
Gauges and Code Words—
See 944A



Tea Service Design
No. 943B
Size: 12" x 12"
Colors: 41, 24, and 46
Gauges and Code Words—
See 943A



Breakfast Table Design No. 938B Size: 12" x 12" Colors: 23, 24, and 39 Gauges and Code Words— See 938A



Ship Design No. 940C Size: 12" x 12" Colors: 23, 30, and 43 Gauges and Code Words— See 940A



Mixing Bowl Design No. 945C Size: 12" x 12" Colors: 30, 39, and 45 Gauges and Code Words— See 945A



Porpoise Design
No. 944C
Size: 12" x 12"
Colors: 33, 21, and 42
Gauges and Code Words—
See 944A



Tea Service Design
No. 943C
Size: 12" x 12"
Colors: 46, 41, and 24
Gauges and Code Words—
See 943A



Breakfast Table Design No. 938C Size: 12" x 12" Colors: 39, 23, and 24 Gauges and Code Words— See 938A



Cup and Saucer Design No. 927A

Size: 24" x 24"

Colors: 23, 48, and 30

Code Words: Heavy (1/8") Gauge...LSANK,
Medium Gauge...LSAOJ, Standard Gauge...LSARG



Cup and Saucer Design No. 9273 Size: 24" x 24" Colors: 30, 23, and 48 Gauges and Code Words—See 927A



Cup and Saucer Design No. 927C Size: 24" x 24" Colors: 48, 30, and 23 Gauges and Code Words—See 927A



Crossed Arrows Design No. 925A
Size: 18" x 24"
Colors: 25, 23, 27, and 45
Code Words: Heavy (1/8") Gauge...
LSAFU, Medium Gauge...LSAGT,
Standard Gauge...LSAIX



Crossed Arrows Design No. 925B Size: 18" x 24" Colors: 27, 23, 25, and 45 Gauges and Code Words—See 925A



Crossed Arrows Design No. 925C Size: 18" x 24" Colors: 23, 25, 27, and 45 Gauges and Code Words—See 925A



Fish Design No. 932A
Size: 18" x 18"
Colors: 43, 30, and 38
Code Words: Heavy (½") Gauge...
LSBYD, Medium Gauge...LSCAD,
Standard Gauge...LSCEC



Fish Design No. 932B Size: 18" x 18" Colors: 38, 30, and 43 Gauges and Code Words—See 932A



Fish Design No. 932C Size: 18" x 18" Colors: 30, 38, and 43 Gauges and Code Words—See 932A



Crossed Arrows Design No. 925D Size: 18" x 24" Colors: 45, 23, 25, and 27 Gauges and Code Words—See 925A



Chanticleer Design No. 937A
Size: 18" x 18"
Colors: 27, 23, 41, and 48
Code Words: Heavy (1/8") Gauge...
LSFAL, Medium Gauge...LSFBM,
Standard Gauge...LSFCN



Chanticleer Design No. 937B
Size: 18" x 18"
Colors: 48, 41, 27, and 23
Gauges and Code Words—See 937A



Chanticleer Design No. 937C Size: 18" x 18" Colors: 23, 27, 48, and 41 Gauges and Code Words—See 937A



Chanticleer Design No. 937D Size: 18" x 18" Colors: 41, 48, 23, and 27 Gauges and Code Words—See 937A

# ARMSTRONG'S LINOWALL IS PERMANENT WASHABLE LINOLEUM-LIKE WALL COVERING

ARMSTRONG'S Linowall is a permanent, beautiful, easy-to-clean wall covering made of a resilient inlaid composition (similar to that employed in Armstrong's Linoleum) processed on a closely woven flexible fabric backing. It has the characteristically smooth surface of linoleum; and the heavy facing of inlaid color is  $\frac{1}{20}$ " thick, which assures much greater durability than is afforded by tile and marble substitutes which are made with a film finish that measures only a few thousandths of an inch in thickness.

Linowall is resilient and does not chip or crack when bumped by furniture. Unlike rigid materials, it has

sufficient flexibility to withstand moderate settling of walls without cracking or buckling. Surface moisture does not injure it. Linowall itself is waterproof; and the seams also can be made waterproof.

At less cost, Linowall offers

practically all the advantages of other permanent wall treatments and in many instances affords qualities not obtainable in other materials. Properly installed, it affords a lifetime finish that is attractive, sanitary, and waterproof. It will be found to be a real economy because, unlike most wall coverings, it does not have to be periodically replaced or refinished. Dirt, grease, and smoke or water marks can easily be removed by wiping the surface of Linowall with a damp cloth.

Like linoleum floors, walls covered with Armstrong's Linowall can be made more distinctive by inlaying special figures cut from Linowall of other colors or

from linoleum. A recent development is the insertion in Linowall of figures carved in basrelief from linoleum.

Striking effects can also be obtained by using Linowall with chromium stripping or other metal decoration.

#### LINOWALL COLORS

Large color reproductions of all patterns and information on Linowall and Linowall accessories will be found in Armstrong's Linowall Pattern Book.



No. 700 Green Linowall Rolls and Units—1 and 2 yards wide



No. 702 Travertine Linowall Rolls and Units—1 and 2 yards wide



No. 703 Black Linowall Rolls and Units—1 and 2 yards wide



No. 704 Ivory Linowall Rolls and Units—1 and 2 yards wide



No. 705 Peach Linowall Rolls and Units—1 and 2 yards wide



No. 706 Tan Linowall Rolls and Units—1 and 2 yards wide

All patterns in Armstrong's Linowall are also available in the following standard units:

Full-size Standard Unit: 1-yard width—3 feet wide x 9 feet high, one to a package (6 square yards)
Full-size Standard Unit: 2-yard width—6 feet wide x 9 feet high, one to a package (6 square yards)
Half-size Standard Unit: 1-yard width—3 feet wide x 4½ feet high, four to a package (6 square yards)
Half-size Standard Unit: 2-yard width—6 feet wide x 4½ feet high, two to a package (6 square yards)

Code words for the complete Linowall line are listed on page 350.

# ARMSTRONG'S LINOWALL



No. 707 Mother-of-Pearl Linowall Rolls and Units—1 and 2 yards wide



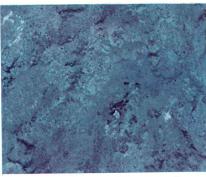
No. 708 Primrose Linowall Rolls and Units—1 and 2 yards wide



No. 709 Verde Antique Linowall Rolls and Units—1 and 2 yards wide



No. 710 Sienna Red Linowall Rolls and Units—1 and 2 yards wide



No. 711 Mountain Blue Linowall Rolls and Units—1 and 2 yards wide



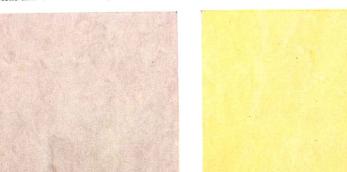
No. 731 Colonial Blue Linowall Rolls and Units—1 and 2 yards wide



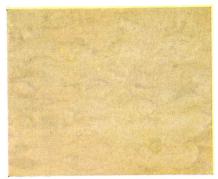
No. 732 Dove Gray Linowall Rolls and Units—1 and 2 yards wide



No. 733 Mulberry Linowall Rolls and Units—1 and 2 yards wide



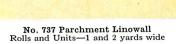
No. 734 Canary Linowall Rolls and Units—1 and 2 yards wide



No. 735 Pine Linowall Rolls and Units—1 and 2 yards wide



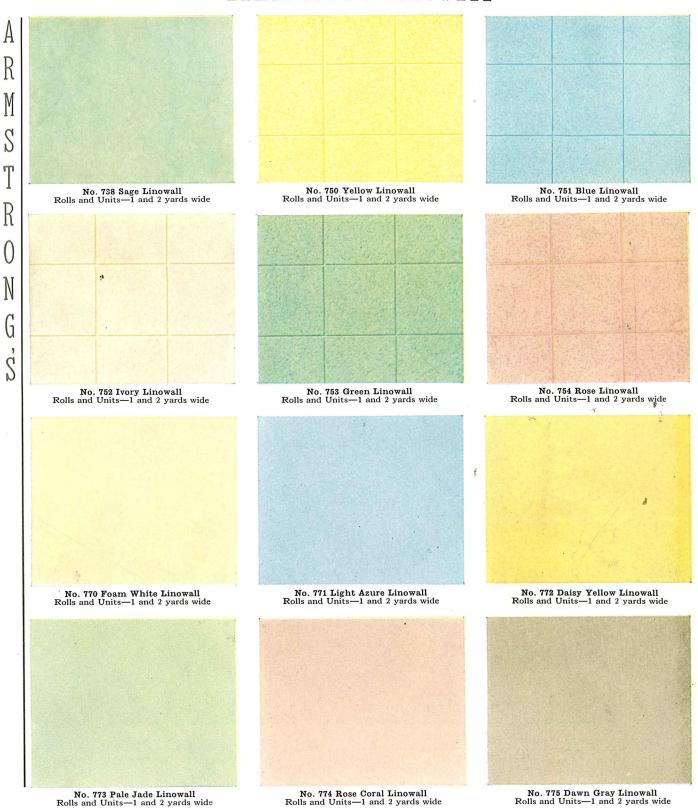
No. 736 Walnut Linowall Rolls and Units—1 and 2 yards wide



All patterns in Armstrong's Linowall are also available in the following standard units:

Full-size Standard Unit: 1-yard width—3 feet wide x 9 feet high, two to a package (6 square yards)
Full-size Standard Unit: 2-yard width—6 feet wide x 9 feet high, one to a package (6 square yards)
Full-size Standard Unit: 1-yard width—3 feet wide x 9 feet high, four to a package (6 square yards)
Half-size Standard Unit: 1-yard width—3 feet wide x 4½ feet high, four to a package (6 square yards)
Half-size Standard Unit: 2-yard width—6 feet wide x 4½ feet high, two to a package (6 square yards)
Code words for the complete Linowall line are listed on page 350.

# ARMSTRONG'S LINOWALL



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Half-size Standard Unit: 2-yard width—6 feet wide x 4½ feet high, two to a package (6 square yards)
Code words for the complete Linowall line are listed on page 350.



# WIDE ASSORTMENT OF GRADUATED COLORS IN PLAIN LINOLEUM IMPORTANT AID TO PLANNING HARMONIOUS DESIGNS

Harmonious custom floor effects are readily achieved with Armstrong's Plain Linoleum, thanks to the twenty-six carefully graduated colors which are available in this outstanding section of the Armstrong Line. The chart and text on page 25 illustrate and explain how these colors are blended so that tones of the same color look well together, and so that the corresponding tones of different colors combine pleas-

ingly. Designers of custom floors will note particularly the generous assortment of the lighter and more decorative colors in the pastel tints. The attractive effects that may be obtained and the importance of floors in selling are illustrated by the floor in the Washington Shoe Store of B. Rich's Sons. Here a special design of Terra Cotta No. 25, Oriental Blue No. 43, and feature strips of White No. 23 was used.

# TWENTY-SIX SMART COLORINGS HARMONIZE IN ARMSTRONG'S PLAIN LINOLEUM LINE



Above is illustrated the step-by-step gradation of tones that is an important feature of Armstrong's Line of Plain Linoleum. Notice how, in each color group, the tones progress in easy, pleasing stages from the darker to the lighter shades.

STRIKING evidence of the fact that Armstrong's 1940 Line of Plain Linoleum is "color-harmonized" for maximum artistic effectiveness will be found in the interesting Color Harmony Wheel illustrated above.

Each of the colors in this wheel is a Plain linoleum pattern. Starting with No. 23 White, notice how the line is toned through three gradations of gray to reach No. 27 Black. Again, observe how the blues blend

imperceptibly into each other and into the various tones of green and No. 48 Yellow. Likewise, in the reds and browns, the color line is balanced for perfect harmony when custom floors are created either with tones of the same color or with widely assorted colors.

Another important feature, which is not so readily evident from the Color Wheel, is the fact that any given tone of any one color is such that it can be used

# ARMSTRONG'S BATTLESHIP AND PLAIN LINOLEUM

next to the corresponding tone of another color without producing an abrupt, "jumpy" effect in the finished floor. Today, with custom floors becoming more complicated in coloring, this feature is one of real merit.

# SIMPLIFIES BORDER SELECTION

A still further advantage to be found in this gradation of the twenty-six colors in Plain linoleum is that it greatly simplifies the selection of suitable borders and Linostrips. The pastel colorings again are valuable in this respect, since they are so close in tone to the lighter colors that appear so prominently in the current patterns of Marbelle, Monobelle, and Inlaid linoleum.

# PASTEL COLORS ADD INTEREST

A fact of special interest in this line of Plains is the generous assortment of the lighter and more decorative colors in the pastel tints. These colors not only contribute greatly to the interest of inset designs, but

they also have wide appeal as field colors in rooms where the more modern styles of decoration are employed. For example, in restaurants, theatres, powder rooms, grills, clubs, and similar places where striking decorative treatments are commonly used, these colors are invaluable. They may also be used with pleasing effect where the delicate colors of Linowall are being installed on walls and wainscots.

# PLAINS ARE PRACTICAL

It should not be forgotten that Plains are a thoroughly practical and serviceable flooring material—especially in the three Battleship gauges: 6 mm.,  $\frac{3}{16}$ -inch, and Heavy. The colors run through the full thickness of the resilient composition of the burlap back. As a result, scuffing feet and scraping furniture do not mar the beauty of color for which these patterns are noted. Therefore, the floor retains its freshness and beauty indefinitely, and maintenance is greatly simplified.

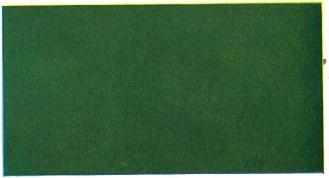


No. 20 Brown

Code Words: 6mm. Gauge...OVOZI, 3/6" Gauge...OVRIJ, 1/6" Gauge...OBEIB, Medium Gauge...OVTAN, Standard Gauge...OVUTA. 2 yards wide only.

Suggested Color Scheme for Powder Room

LinostripsNos. 48 and 25	TrimCanary yellow CurtainYellow chintz with red brown and yellow brown desigr UpholsteryRed brown taffeta
--------------------------	---



No. 21 Evergreen

Code Words: 3/6" Gauge...OVRUH, 1/8" Gauge...OBELF, Medium Gauge...OVTHY, Standard Gauge...OVYAG. 2 yards wide only.

Suggested Color Scheme for Living-room

Border	CeilingPlain silver paper
LinostripsNos. 24 and 23	Trim
Cove and Base	Upholstery
paper and white paint	RugGreen

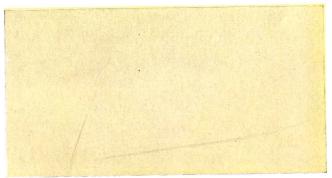


No. 22 Dark Gray

Code Words: %" Gauge...OVRON, \shis Gauge...OBENZ, Medium Gauge...OVTEJ, Standard Gauge...OVUVE. 2 yards wide only.

Suggested Color Scheme for Bathroon

Suggested Color Sci	neme for Baumoum
Linostrips Nos. 39, 24, and 23 Linowall, Full or Dado No. 752 Cove and Base. Flash Type, No. 22 Upper WallRed paint	Trim. White Curtain. White oiled silk Upholstery. White Rug. Gray



No. 23 White

Code Words: 1/8" Gauge...OBODS, Medium Gauge...OBOFU, Standard Gauge...OVIEK. 2 yards wide only.

Suggested Color Scheme for Bathroom

buggested color be	101110 101 - 11111
Border No. 23 Linostrips Nos. 33, 42, and 44 Linowall, Full or Dado No. 73 Cove and Base . Flash Type, No. 23	Upper WallGreen and white paper Trim

# ARMSTRONG'S BATTLESHIP AND PLAIN LINOLEUM



No. 24 Pearl Gray

Code Words: ½" Gauge...OSUNG, Medium Gauge...OSUOJ, Standard Gauge...OSURM. 2 yards wide only.

Suggested Color Scheme for Breakfast Room

p abbonda	O 0 1 0 1 10 11 0 11	
Border		Upper WallWhite and yellow
LinostripsNos.	23 and 48	striped paper
Linowall, Dado	No. 732	TrimFrench gray
Cove and BaseF	lash Type,	CurtainDark blue oiled sill
;*	No. 30	UpholsteryBlue
Linoset—Cus	tom-Craft R	eady-Cut Linoset No. 927



No. 25 Terra Cotta

Code Words: 3/6" Gauge...OAVVAC, 1/6" Gauge...OAVVEZ,
Medium Gauge...OFKIT, Standard Gauge...OLFAX. 2 yards wide only.
Suggested Color Scheme for Airport Terminal

Buggestou Color Benefit	o for import rolling
Border	Upper WallBlue paint
LinostripsNos. 29 and 23	TrimIvory
Linowall, Full or Dado No. 731	CurtainTerra cotta heavy
Cove and BaseFlash Type,	textured fabric
No. 25	Custom-Craft Linoset No. 933

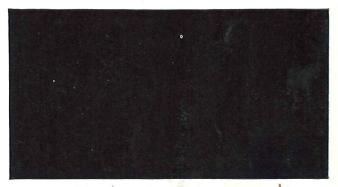


No. 26 Silver Gray

Code Words: ½%" Gauge...OWEAV, Medium Gauge...OWEEG, Standard Gauge...OLFDA. 2 yards wide only.

Suggested Color Scheme for Powder Room

Border	Upper Wall, Paper—modern design
inostripsNos. 27 and 22	in pearl, steel gray, ice-blue
inowall, Full or Dado No. 732	CurtainGray satir
Cove and Base. Flash Type, No. 26	UpholsteryGray satin or
CrimEnameloid platinum	ice-blue Revolite
. 7	



No. 27 Black

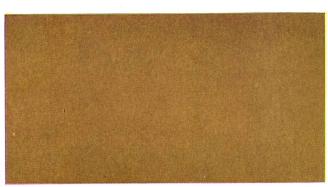
Code Words: ¾" Gauge...OWFAD, ½" Gauge...OVMEV, Medium Gauge...OWFEP, Standard Gauge...OTAYB. 2 yards wide only.

Suggested Color Scheme for Theatre Lobby or Cocktail Room
Linostrips.........Nos. 22 and 24
Linowall, Full or Dado...No. 704
Cove and Base...Flash Type, No. 27
Upper Wall.......Turquoise

Turquoise

Turquoise

Curtain......Turquoise, velvet
Upholstery...Rose and gold striped
taffeta or satin



No. 28 Tan

Code Words:  $\frac{1}{2}$  Gauge...OWEKU, Medium Gauge...OWFUR, Standard Gauge...OWUIS. 2 yards wide only.

Suggested Color Scheme for Dining-room

auggested Color achte	ante for Diffing-100in
LinostripsNos. 46 and 20	TrimSemi-lustre ivory white
Cove and BaseFlash Type,	CurtainCotton damask in
No. 28	brown and beige
WallDeep emerald green	Upholstery Beige or green



No. 29 Cadet Blue

Code Words: 1/8" Gauge...OWELC, Medium Gauge...OWFYG, Standard Gauge...OVIFE. 2 yards wide only.

Suggested Color Scheme for Bathroom

Border	TrimLight blue with
LinostripsNos. 38 and 43	turquoise trim
Linowall, Full or Dado No. 751	CurtainTurquoise organdy
Cove and Base. Flash Type, No. 30	with white embroidery
Linoset—Custom-Craft R	eady-Cut Linoset No. 932

# ARMSTRONG'S PLAIN LINOLEUM

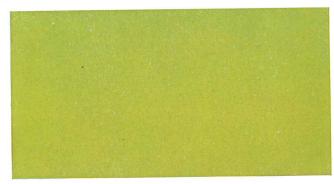


No. 30 Midnight Blue

Code Words: 1/8" Gauge...OSUSH, Medium Gauge...OSUTZ, Standard Gauge...OSUUV. 2 yards wide only.

Suggested Color Scheme for Sandwich Shop

Linostrips ... Nos. 33, 39, and 48
Linowall, Full or Dado ... No. 734
Cove and Base . Flash Type, No. 30
Trim ... Yellow and green
Linoset—Custom-Craft Ready-Cut Linoset No. 926



No. 33 Chartreuse

Code Words: 1/8" Gauge...OSUVO, Medium Gauge...OSUWE, Standard Gauge...OSUXI. 2 yards wide only.

R

3

Suggested Color Scheme for Bedroom

pubblished color be	1101110 101 = 041 00111
Border	CurtainFine net glass curtain
LinostripsNos. 24 and 23	and chartreuse
WallGray, chartreuse, and	satin drapery
white paper	UpholsteryWhite and chartreuse
TrimTaupe	RugGray



No. 34 Cerulean Blue

Code Words: 1/8" Gauge...OWUKI, Medium Gauge...OWUOD, Standard Gauge...OWUTA. 2 yards wide only.

Suggested Color Scheme for Hotel Dining-room

Border	Upper Wall"Dickensian" design paper, red and blue on cream ground TrimPine CurtainRed or blue damask UpholsteryRed or blue

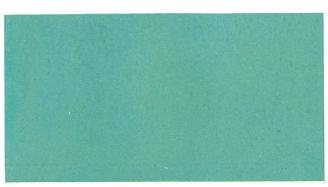


No. 37 Deep Rose

Code Words: 1/8" Gauge...OSUYF, Medium Gauge...OSYAF, Standard Gauge...OSYBT. 2 yards wide only.

Suggested Color Scheme for Bedroom

TrimWhite with trim
of rose
CurtainBlue and white
celanese voile
RugWhite

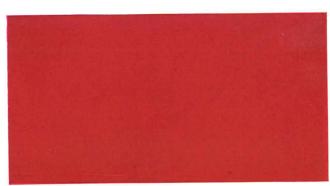


No. 38 Turquoise

Code Words: 1/8" Gauge... OSYCH, Medium Gauge... OSYDA, Standard Gauge... OSYEW. 2 yards wide only.

Suggested Color Scheme for Powder Room in Theatre or Hotel

Trim......Semi-lustre taupe
Curtain.....White celanese voile,
blue draperies, turquoise border
Upholstery...Powder blue or white
Rug......Powder blue Border . . . . . No. 29
Linostrips . . . . . No. 43 and 24
Linowall, Full or Dado . . . No. 704
Cove and Base . . Flash Type, No. 29
Upper Wall . Tassel and cord paper



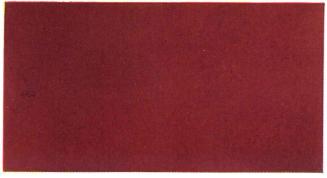
No. 39 Chinese Red

Code Words: ½" Gauge...OSYGE, Medium Gauge...OSYIR, Standard Gauge...OSYMP. 2 yards wide only.

Suggested Color Scheme for Night Club

Border			. No. 39
Linostrip			
Linowall, Dado.			No. 703
Lillowall, Dado.	T21 1-	T	NI- 20
Cove and Base			
Trim		0 0 0 000	Silver

Upper Wall. .. Red, black, and silver modern plaid paper Curtain. .. . Gun metal Revolite Upholstery. . . Black patent leather Rug. . . . . . . Silver gray



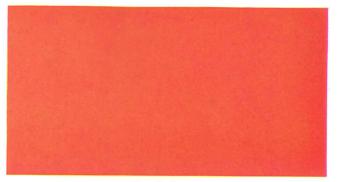
No 40 Ruby

Code Words: 1/8" Gauge...OBYFF, Medium Gauge...OBYJE, Standard Gauge...OLFEM. 2 yards wide only.

# Suggested Color Scheme for Recreation Room

Border												. 1	No.	40
Linostrip.												. 1	No.	23
Cove and	$\mathbf{B}$	a	Se	3					ľ	V	o	гу	w	bod
Trim	٠.												.Ive	огу

•	101 200010001011 2000111
	WallRed and white zebra paper
	CurtainOff-white serge
	UpholsteryOff-white serge
	RugOff-white



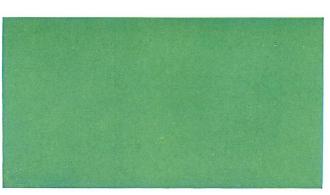
No. 41 Orange

Code Words: 1/8" Gauge...OBYLG, Medium Gauge...OBYOB, Standard Gauge...OLFHO. 2 yards wide only.

# Suggested Color Scheme for Breakfast Room

Border	No. 41
LinostripsNos.	25 and 48
Cove and Base. Flash Typ	oe, No. 41
WallBrown, orange, as	nd yellow
. pl	aid paper

Trim	Yellow to match
	paperRed brown organdyOrange rough texture cloth



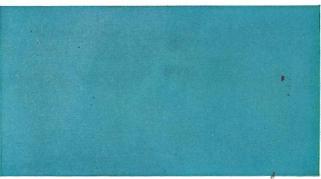
No. 42 Jade

Code Words: 1/8" Gauge...OBYSP, Medium Gauge...OBYUX, Standard Gauge...OLFIJ. 2 yards wide only.

# Suggested Color Scheme for Bedroom

Border	
Linostrips	Nos. 21 and 44
	Flash Type, No. 42
WallNet	itral ivory and tan
	checked paper

TICITIC TOL	Douroom
Trim	Blue-greer
	Green and white
	lilac chinta
	ery White candlewick
Rug	White and green hooked



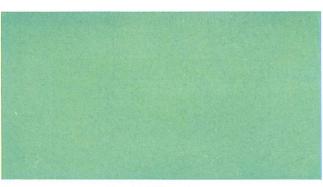
No. 43 Oriental Blue

Code Words: 1/8" Gauge...OBYXO, Medium Gauge...OBZAR, Standard Gauge...OWUHY. 2 yards wide only.

### Suggested Color Scheme for Bedroom

	buggested Color
Border	
Linostrip	
Cove and Base	e. Flash Type, No. 47
WallLig	the blue with eggplant
	and white flowers
Trim	White

cner	ne for Bedroom
C	urtainWhite celanese voile
	glass curtain and egg-
	plant satin drapery
U	pholsteryLight blue and
	eggplant striped silk
$\mathbf{R}$	ugEggplant



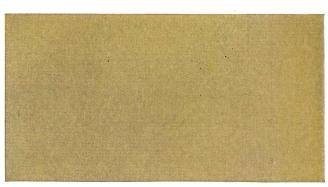
No. 44 Willow Green

Code Words: 1/8" Gauge...OSYND, Medium Gauge...OSYOZ, Standard Gauge...OSYPS. 2 yards wide only.

# Suggested Color Scheme for Bathroom

Border	
	Nos. 27 and 23
Linowall, Dado.	No. 703
Cove and Base	Flash Type, No. 44

Upper Wall. Diagonal plaid and star paper in green, black, and white Curtain......White oiled silk Rug.....Black and white chenille



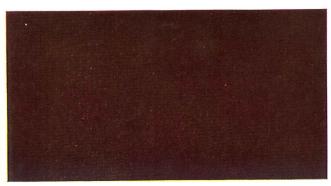
No. 45 Fawn

Code Words:  $V_8''$  Gauge...OSYRN, Medium Gauge...OSYSM, Standard Gauge...OSYTI 2 yards wide only.

### Suggested Color Scheme for Bedroom

Border	No. 43
Linostrips	Nos. 37 and 23
WallFl	owered paper in rose,
	blue, and tan

Trim	Taupe
CurtainBlue	eorgandy
UpholsteryRo	ose chintz
Rug	Blue



No. 46 Chocolate

Code Words: 36" Gauge...OMPEX, 1/8" Gauge...OCAEB, Medium Gauge...OCAIF, Standard Gauge...OLFOG. 2 yards wide only.

Suggested Color Sc	heme for Bedroom
LinostripsNos. 28, 45, and 23 Cove and BaseWood	Curtain F
WallDeep peach paper TrimDeep peach	Upholstery Rug

Curtain	F	lowered	l chi	ntz in
1	prown,	peach,	and	beige
Upholstery.		Brown	and	beige
Rug		D	eep	peach



No. 47 Eggplant

Code Words:  $\frac{1}{8}$ " Gauge...OCAMM, Medium Gauge...OCAPA, Standard Gauge...OWUEJ. 2 yards wide only.

Suggested (	Color	Scheme	for	Dining-room
-------------	-------	--------	-----	-------------

suggested Color benefite for Dining-room			
Linostrips	Curtain Cretonne in gray, white, lavender, and eggplant		
WallGray paint	Upholstery Gray		
TrimGray	RugEggplant		



No. 48 Canary Yellow

Code Words: 1/8" Gauge...OFVID, Medium Gauge...OFVUZ, Standard Gauge...OWUAN. 2 yards wide only.

#### Suggested Color Scheme for Bathroom

buggested color belieffe for butting offi			
LinostripsNos. 27 and 23	TrimYellow and black		
Linowall, Full or Dado No. 703	CurtainBlack, gray, white		
Cove and Base. Flash Type, No. 48	UpholsteryBlack		
Upper WallYellow	RugBlack		



No. 49 Coral

Code Words: ½" Gauge...OWUBM, Medium Gauge...OWUCO, Standard Gauge...OWUDS. 2 yards wide only.

# Suggested Color Scheme for Bedroom

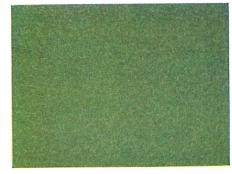
Border	WallPink, green, and gray paper
LinostripsNos. 42 and 23	CurtainWhite crinkled organdy
Cove and Base. Wood painted white	UpholsteryWhite
TrimWhite	RugGreen

# ARMSTRONG'S CORK CARPET

Where extra resilience and quiet are more important factors than the problem of maintenance, Armstrong's Cork Carpet is an ideal selection. It is especially good for such places as churches, lodges, libraries, and dens in private homes, where traffic is neither constant nor excessive. It also provides an excellent flooring material for indoor tennis courts, gymnasiums, and running tracks, or for indoor ramps in schools and hospitals.



No. 31 Brown Cork Carpet—Unpolished 2 yards wide only. ¼" Gauge Code Word: ODQUO



No. 32 Green Cork Carpet—Unpolished
2 yards wide only. 1/4" Gauge Code Word: ODREV



# LONG POPULAR, JASPÉ LINOLEUM CONTINUES TO WIN FRIENDS AS FRESH DESIGN IDEAS INCREASE ITS DECORATIVE VALUE

"An old favorite with new ideas" best describes Jaspé as used so refreshingly in this inviting guestroom. By reversing the graining and accenting the No. 14 field with Linostrips of jade and eggplant Plain linoleum, a handsome floor effect has been created.

Armstrong's Jaspé Linoleum is adaptable to an almost unlimited variety of residential and business uses. For custom-built floors, the carefully chosen and related color range offers a practically endless number of pleasing combinations for borders and feature

strips, with contrasting tones either of Jaspé or of Plain patterns. Offices and stores find Jaspé practical too, in its ability to conceal traffic marks and wear. Furthermore, since the rich colors run through the full thickness of the composition to the burlap back, hard service does not wear away their beauty.

Several of the lighter colorings of Armstrong's Jaspé, particularly suitable for residential use, are now offered in Standard gauge, making this type of flooring available in a lower price range than ever before.

# JASPÉ MAKES POSSIBLE MANY UNUSUAL CUSTOM FLOOR EFFECTS THAT ARE SIMPLE AND INEXPENSIVE TO PRODUCE

ATTRACTIVE when installed as a simple allover flooring, Jaspé linoleum is even more effective when, through special cutting of the pieces, its characteristic two-tone graining is utilized to contribute added interest to the floors of original design.

# BASKET-WEAVE AND MITRED EFFECTS

One of the most popular Jaspé custom floors is the basket-weave design made by cutting Jaspé into square and oblong blocks. Either one or two colors may be used, but where two colors are used it is customary to cut the squares from the darker material.

The mitre-joint effect is always pleasing with Jaspé. Sometimes entire rooms are floored with one large mitred square or oblong, with the diagonal seams running from corner to corner. There is considerable waste material from this design. This waste generally can be worked off by using it in another room.

One interesting Jaspé effect for Colonial homes, tea rooms, taverns, and shops in the Early American style, is the Colonial plank floor. The "planks" are usually alternating strips—6, 9, and 12 inches wide—of Malay brown and autumn brown Jaspé separated by ½-inch strips of chocolate Plain linoleum. The ends of the "planks" inset with dowels and butterfly wedges are placed between the "planks." These insets are also of chocolate Plain linoleum.

# OTHER JASPÉ CUSTOM FLOORS

Another striking Jaspé effect is the herringbone pattern made by laying Jaspé strips on the diagonal with the strips alternating to give a feathered or herringbone effect. A more simple design is to employ large squares of Jaspé laid with the graining of alternate squares running in opposite directions, and with Plain feature strips between the squares.



No. 4 Light Taupe Jaspé

Code Words: %" Gauge...OGBAK, 1/8" Gauge...OGBDN, Medium Gauge...OGBHR, Standard Gauge...OGBRB

Suggested Color Scheme for Tea Room

Border	WallRed toile paper
Linostrip	TrimCream gray
Linowall, Dado	CurtainDark red chintz
Cove and Base. Flash Type, No. 40	UpholsteryCream gray



No. 5 Platinum Gray Jaspé

Code Words: ½" Gauge...OJABI, Medium Gauge...OJADE, Standard Gauge...OJAEG. 2 yards wide only.

Suggested Color Scheme for Hall

Upper Wall Chinese designed
paper in gray and gold
Curtain
UpholsteryGold
RugGold



No. 6 Azure Blue Jaspé

Code Words: 1/8" Gauge ... OJAFO, Medium Gauge ... OJAHU, Standard Gauge ... OJAKA. 2 yards wide only.

Suggested Color Scheme for Bedroom

su	ggested Color at	meme for b	euroom
Linostrip	No. 25	Wall	Blue paper with terr
Cove and Base Wo			cotta flower
Trim		Upholstery	7
Curtain Te	rra cotta moire	Rug	Terra cott



No. 7 Beige Jaspé

Code Words:  $\frac{1}{2}$  Gauge ... OGHAM, Medium Gauge ... OGHEK, Standard Gauge ... OJALO. 2 yards wide only.

Suggested Color Scheme for Modern Dining-room

auggested Color act	reme for	Modern Dining-100	,111
Border	o. 7 T	Crim	intiqued ivory
Linostrip No	. 39 C	Curtain Cl	ninese red silk
Cove and Base W		Rug	Red
Wall Chinese red and ivory pa	aper U	Jpholstery	.Ivory leather



No. 8 Teak Brown Jaspé

Code Words:  $\frac{1}{8}$  Gauge...OSYWV, Medium Gauge...OSYXU. 2 yards wide only.

### Suggested Color Scheme for Bedroom

Border													.No	. 8
Linostrip.														
Cove and	В	a	se										. Wo	od
Wall							C	ì	e	a	n	n	pap	er,
													desi	

TrimCrear
CurtainCream net wit
embroidered dot
UpholsteryRos
RugBlu



No. 9 Tan Jaspé

Code Words: 36" Gauge...OJACT, 15" Gauge...OSYUC, Medium Gauge...OSYVU, Standard Gauge...OJANU. 2 yards wide only.

Suggested Color Scheme for Living-room

Linostrips	Nos. 46 and 28
Cove and Bas	e Wood
Wall	Reddish brown
	rough paper
TrimTau	pe. Chinese red accent



No. 10 Rust Jaspé

Code Words: ½" Gauge...OWIZT, Medium Gauge...OWIUJ, Standard Gauge...OJAMD. 2 yards wide only.

## Suggested Color Scheme for Hotel Dining-room

Border
LinostripsNos. 20 and 41
Cove and Base. Flash Type, No. 46
Wall Paper of hunting scenes
in brown and orange on gray
UpholsteryChinese red

Trim.....Cream gray with orange or Chinese red accent Curtain...Net glass curtain red bronze heavy rayon draperies Rug....Brown



No. 11 Marine Blue Jaspé

Code Words: ½" Gauge...OWISY, Medium Gauge...OWIRS, Standard Gauge...OJAOF. 2 yards wide only.

# Suggested Color Scheme for Bedroom

Linostrip	Curtain Colorful chintz with
Cove and Base	blue predominating Upholstery Blue, yellow
TrimWhite	RugHooked



No. 12 Taupe Jaspé

Code Words: 36" Gauge...OTAZA, 36" Gauge...OTBAY, Medium Gauge...OTBEH. 2 yards wide only.

Suggested Color Scheme for Dining-room

Suggested Color Scheme for Dining-room				
Border	No. 27	CurtainBeige, black, terra cotta		
Cove and	Base. Flash Type, No. 27	green and gray-blue chint		
Wall	Terra cotta paint	UpholsteryDull green		
Trim	Taupe and white	Rug Aprico		



# No. 13 Driftwood Gray Jaspé

Code Words: 3/6" Gauge...OATABS, 1/8" Gauge...OTAAL, Medium Gauge...OTACT. 2 yards wide only.

# Suggested Color Scheme for Nursery

d forton marganet	cheme for Mursery
BorderNo. 22 LinostripsNos. 45 and 23 Cove and BasePainted gray WallGray, green floral paper	Trim Suede gray Curtain Buff organdy Upholstery Green Rug Creamy white

# ARMSTRONG'S JASPÉ LINOLEUM



No. 14 Rose Taupe Jaspé

Code Words: 1/8" Gauge...OBMEK, Medium Gauge...OBMUM. 2 yards wide only.

## Suggested Color Scheme for Nursery

Border	No. 47
Linostrips	Nos. 43 and 23
Cove and Base	Flash Type, No. 47
Wall Paper in	n nursery design of
blue and pe	ach. Ceiling, peach

Trim	Rose tint
CurtainPeac	h organdy with
W	hite ball fringe
Upholstery	. White oilcloth
RugOf	f-white, hooked



No. 15 Steel Gray Jaspé

Code Words: 3/2" Gauge...OTADU, 3/2" Gauge...OTAEN, Medium Gauge...OTAIP. 2 yards wide only.

### Suggested Color Scheme for Boy's Bedroom

Border	No. 27
LinostripsN	os. 39 and 26
Cove and Base Flash	Type, No. 27
Wall Paper, s	hip design in
white, gray, b	lack, and red
TrimWhite, red, and	black accent

Curtain....Gray chintz with red binding Upholstery...Black or red leather or heavy texture Rug...Scatter size in black, gray, and red



No. 16 Malay Brown Jaspé

Code Words: 3/6" Gauge...OATACK, 1/8" Gauge...OTAKS, Medium Gauge...OTALF, Standard Gauge...OJARA. 2 yards wide only.

## Suggested Color Scheme for Bedroom

	page ontotal	OLUL A
Linostrips	Nos. 23 a	nd 38
	e	
WallTu	rquoise paper or	paint
Trim		Ivory
Upholstery	Brown or	white

Curtain.....White celanese voile glass curtain. Chintz drapery in turquoise, ivory white Rug......Figured to harmonize with colors of drapery



No. 17 Autumn Brown Jaspé

Code Words: 3/6" Gauge...OTAMM, 1/8" Gauge...OTAOX, Medium Gauge...OTAPO. 2 yards wide only.

# Suggested Color Scheme for Office

Border	No. 46
Linostrips	Nos. 25 and 28
Linowall, Full or	Dado No. 735
Cove and Base	Wood to harmonize
	with Linowall
Trim	Pine, orange accent

Upper Wall...Rough paper or plaster
in cream gray
Curtain.........Blocked linen in
brown, orange, yellow
Upholstery......Brown or beige
Rug.........Brown



No. 19 Hunter Green Jaspé

Code Words: 1/2" Gauge...OLTES, 1/3" Gauge...OTAUZ, Medium Gauge...OTAWY. 2 yards wide only.

# Suggested Color Scheme for Living-room

buggested color belieffic for hiving-room	
Border	TrimIvory with jade green accent
Linostrip	Curtain Flowered chintz in
Cove and Base Wood	multicolors on ivory
WallPaper in light tan	Upholstery Green and yellow
monotone plaid	RugLight green or tan



No. 011 Apple Green Jaspé

Code Words: 1/8" Gauge...OFXOD, Medium Gauge...OFYLK, Standard Gauge...OJASH. 2 yards wide only.

# Suggested Color Scheme for Boy's Bedroom

Border	No. 42
Linostrips Nos. 23, 2	27, and 48
Cove and Base Flash Ty	pe, No. 42
Wall Sports paper	in green,
vellow	and black

ggested Color Belle	me for boy's bearoom
	Trim White with accents of
Nos. 23, 27, and 48	green, yellow, and black
Flash Type, No. 42	Curtain Green fish net
rts paper in green,	UpholsteryYellow
yellow, and black	RugGreen

A R M S T R O N G S



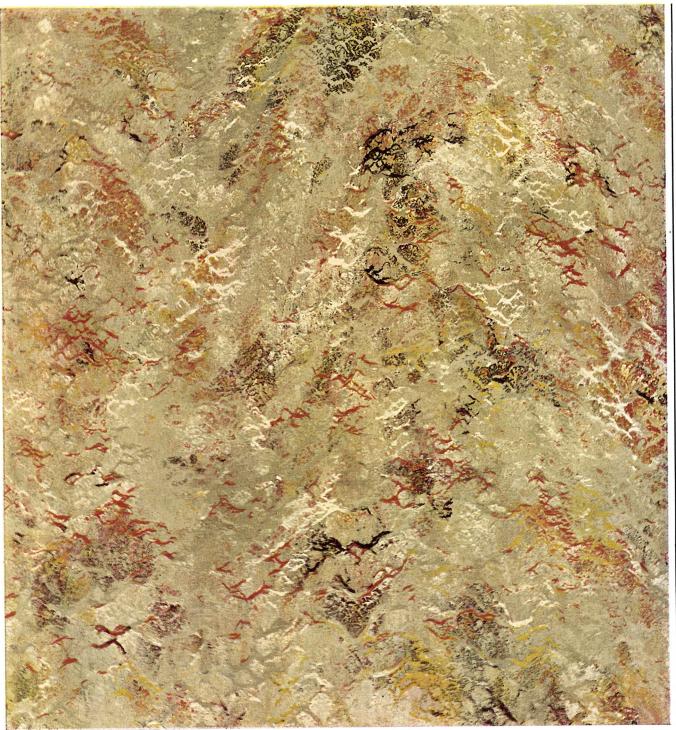
# MARBELLE PROVIDES NEW BEAUTY FOR ROOMS AT MODERATE COST

Whether used to add life and sparkle to an old room, or to give dignity and style to a new one, Armstrong's Marbelle Linoleum—with its marbleized graining and carefully blended colorings—is always in good taste. In addition to its sheer beauty, Marbelle has other highly desirable attributes: The marbling gives allover floors a feeling of unusual depth and is also an effective mask for tracked-in dust. Furthermore, the color range in the Marbelle line permits an easy selection of a suitable pattern for any color scheme. In the bright, cheerful, remodeled dining-room shown above, the colorful floor is Marbelle No. 08, embellished with rosettes of Evergreen No. 21 set in a strip of White No. 23.



This ordinary-looking room is the same one shown in the larger picture, before Armstrong's Marbelle Linoleum was installed and the other improvements were made.

# ARMSTRONG'S MARBELLE LINOLEUM



(Approximately 1/4 actual size)

# No. 01 Marbelle

(2 yards wide only)

S

# Code Words: Heavy (1/8") Gauge...MASYC, Medium Gauge...MATAJ, Standard Gauge...MAIDA

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, dining-rooms, rear entries, large stores, beauty parlors, offices, banks, night

clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, laboratories, tea rooms, coffee shops.

# Suggested Color Scheme for Dining-room

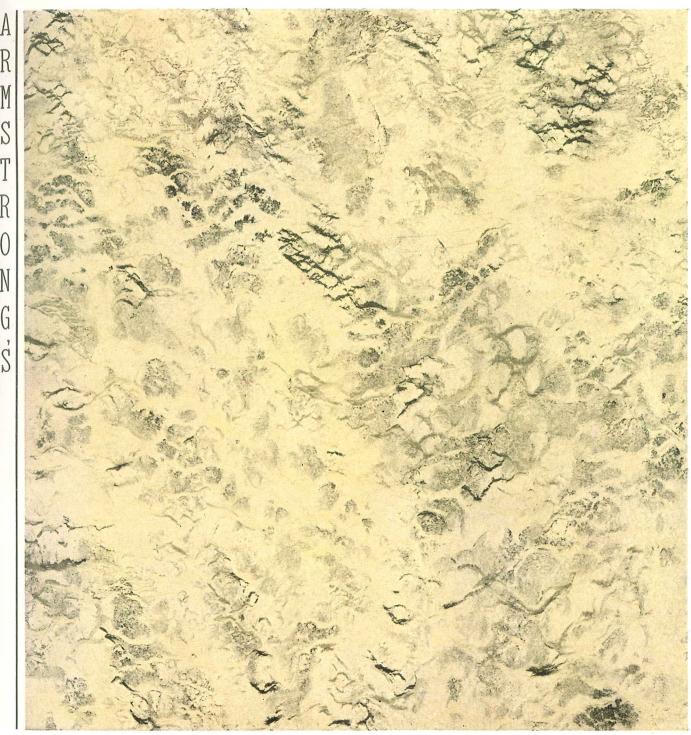
Border No. 27
Cove and Base Flash Type, No. 27
Wall Painted buff
Linowall, Dado No. 709

Trim Black
Upholstery Gold
Curtain Glazed chintz black
with gold Chinese design

# Suggested Color Scheme for Office

Border	Linowall, Full or Dado No. 73
inostrip	TrimTerra cott
Cove and Base. Flash Type, No. 25	Rug Terra cott
Jpper Wall Painted ivory	CurtainTerra cotta damas

# ARMSTRONG'S MARBELLE LINOLEUM



(Approximately 1/4 actual size)

# No. 03 Marbelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MAAWALT, Medium Gauge...MABYM, Standard Gauge...MABON

Where to Use—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, banks, night

clubs, restaurants, hospitals, hotel and apartment lobbies, barber shops, tourist cabins, dining-rooms, offices, showrooms, laundries.

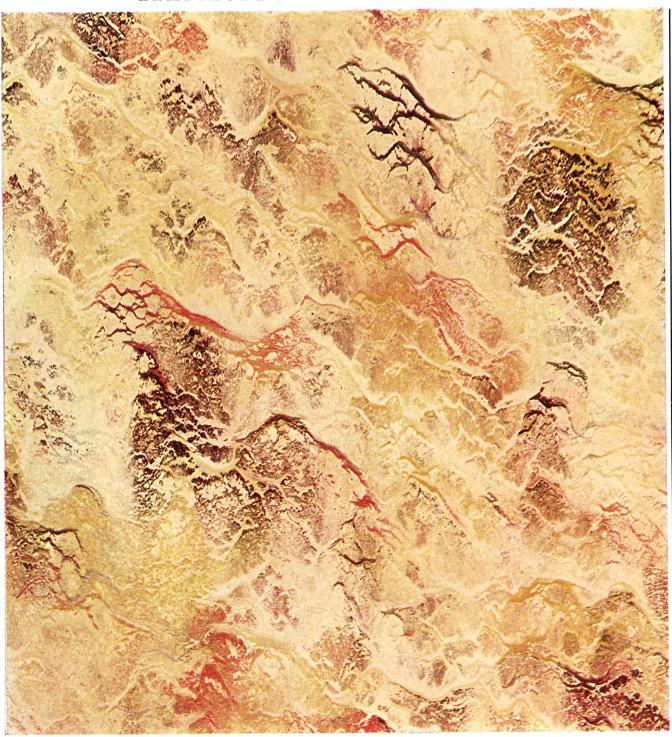
### Suggested Color Scheme for Bathroom

Linostrips.....Nos. 42, 23, and 33 Linowall, Full or Dado...No. 734 Cove and Base. Flash Type, No. 03 Upper Wall....Turquoise paint Trim......Canary yellow
Curtain....Yellow organdy
Upholstery....Black
Rug....Turquoise

# Suggested Color Scheme for Beauty Shop

Upper Wall.....Painted pale pink
Trim......Cream
Curtain....Coral and white cotton
Upholstery......White leather

# ARMSTRONG'S MARBELLE LINOLEUM



(Approximately 1/4 actual size)

# No. 04 Marbelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MACAP, Medium Gauge...MACDS, Standard Gauge...MACET

Where to Use—This warm colorful pattern, presented in dominant tones of peach, combines softly harmonizing colors to produce a rich tasteful effect for kitchens, entrance halls, sun porches,

studies, recreation rooms, breakfast rooms, rear entries, small and large stores, offices, night clubs, showrooms, restaurants, hotel and apartment lobbies, barber shops, and tourist cabins.

# Suggested Color Scheme for Office

Border	Trin
Linostrip	Curt
Linowall, Full or Dado No. 737	
Cove and Base Flash Type, No. 46	Uph
Upper Wall Painted brown	Rug

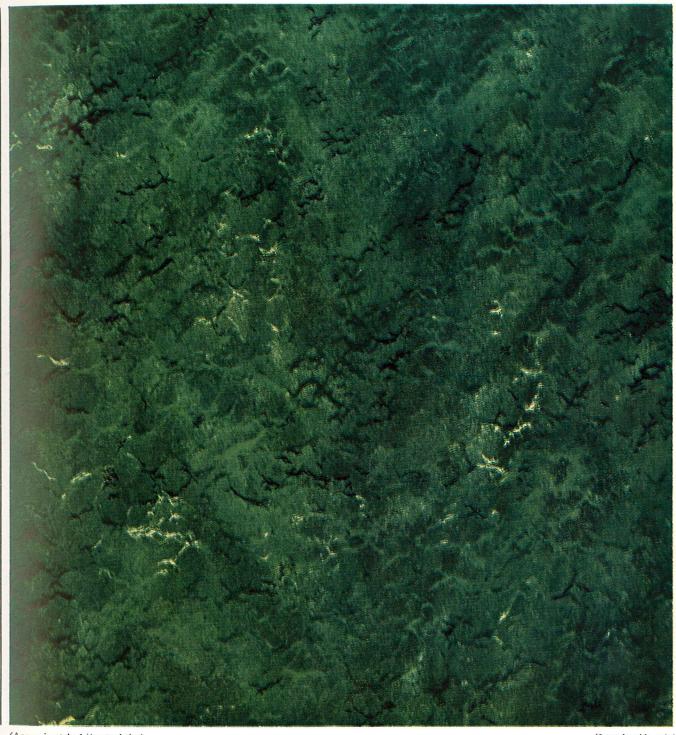
Trim	Old ivory, coral accen
Curtain	Linen in coral
** 1 1 .	brown, natura
	ery Brown or coral leather

### Suggested Color Scheme for Attic Recreation Room

Border	No. 46
Linostrip	No. 41
Linowall, Full or Dado	No. 735
Cove and Base	
Trim	Pine

	Paper in ship design,
	brown, tan, and orange
Curtain	Brown chintz
Upholstery	Orange or brown
Rug	Brown

ARMSTRONG'S



(Approximately 1/4 actual size)

# No. 06 Marbelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MACIX, Medium Gauge...MAESY, Standard Gauge...MATUV

Where to Use—Kitchens, bathrooms, entrance halls, livingrooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, banks.

# Suggested Color Scheme for Sun Porch

 Border
 No. 21

 Linostrip
 No. 23

 Linowall, Full or Dado
 No. 738

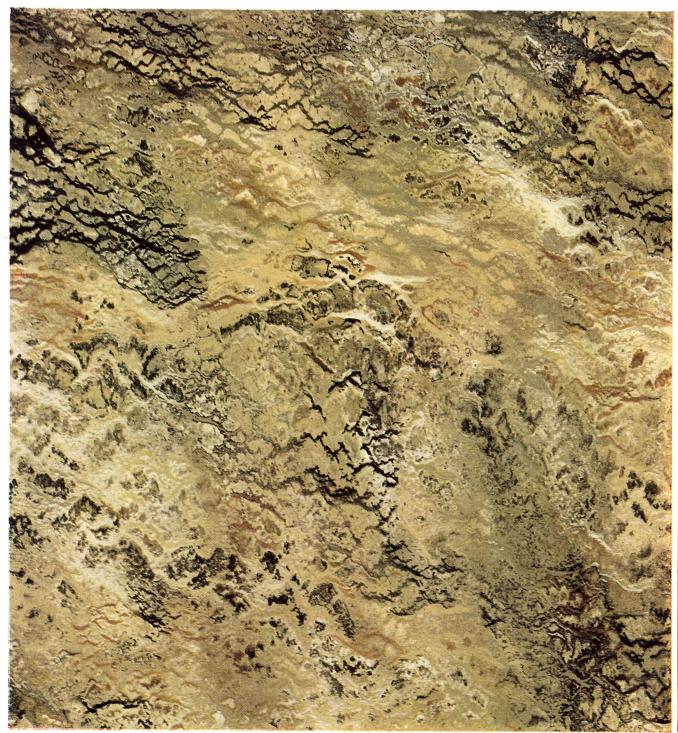
 Cove and Base
 Flash Type, No. 21

 Trim
 Ivory

Upper Wall .....Painted cactus green
Curtain ....Ivory dotted damask
Upholstery ....Dull green
Rug .....Ivory

### Suggested Color Scheme for Dining-room

Linostrips..... Nos. 29, 42, and 43 Cove and Base. Flash Type, No. 06 Wall. Blue and green scenic paper, light taupe or white ground Upholstery...White, heavy texture Trim......Mixture of one part taupe, two parts white Curtain....Changeable blue and green taffeta Rug.....Jade green



(Approximately 1/4 actual size)

## No. 07 Marbelle

(2 yards wide only)

## Code Words: Heavy (1/8") Gauge...MAEAF, Medium Gauge...MAEBG, Standard Gauge...MAEDI

Where to Use—Kitchens, bathrooms, reception rooms, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores,

beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, theatres.

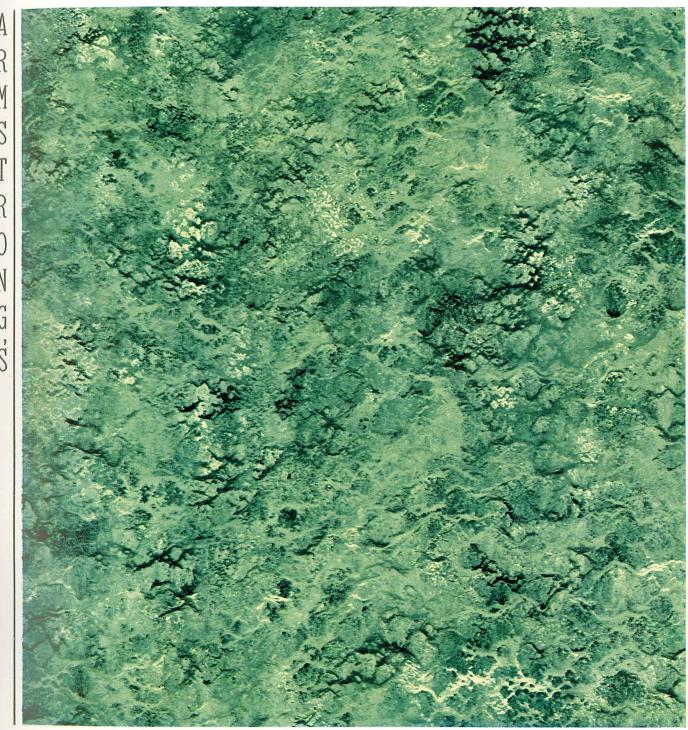
#### Suggested Color Scheme for Reception Room

auggested Color achen	ne for Reception Room
Border	Trim Pine, green accent
Linostrip	Curtain Chinese design chintz
Linowall, Full	in black and tan
Cove and Base . Flash Type, No. 27	Upholstery Jade or dark red
Ceiling	RugTan

#### Suggested Color Scheme for Dining-room

	The second second
order	Upper WallToile paper is brown and gra
inowall, Dado No. 736	Curtain. Gray satin, brown bindin
ove and Base Flash Type, No. 46	Upholstery Gra
rim Walnut or gray	RugGra

R R G S



(Approximately 1/4 actual size)

#### No. 08 Marbelle

(2 yards wide only)

Code Words: 3/16" Gauge..MAERW, Heavy (1/8") Gauge..MATDA, Medium Gauge..MATGE, Standard Gauge..MAYNY

Where to Use-Kitchens, bathrooms, entrance halls, diningrooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres, sandwich shops.

#### Suggested Color Scheme for Sun Porch

Linostrips.....Nos. 45, 23, and 42 Linowall, Full or Dado....No. 700 Cove and Base..Flash Type, No. 08 Upper Wall ......Painted fawn Trim .....Taupe, green accent

Curtain..... Printed linen, green and fawn on natural ground
Upholstery..... Green or fawn
Rug...... Natural colored, modern hooked

#### Suggested Color Scheme for Breakfast Room

Border					No. 42
Linostrip					No. 48
Linowall,	Ful	lor	Dad	lo	No. 734
Cove and	Bas	e I	Flash	TVE	e. No. 42
Trim					White



(Approximately 1/4 actual size)

## No. 09 Marbelle

(2 yards wide only)

Ś

Code Words: 3/16" Gauge...MAONU, Heavy (1/8") Gauge...MATEW, Medium Gauge...MATIR, Standard Gauge...MAYOD

Where to Use—Kitchens, bathrooms, entrance halls, diningrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres, coffee shops.

#### Suggested Color Scheme for Office

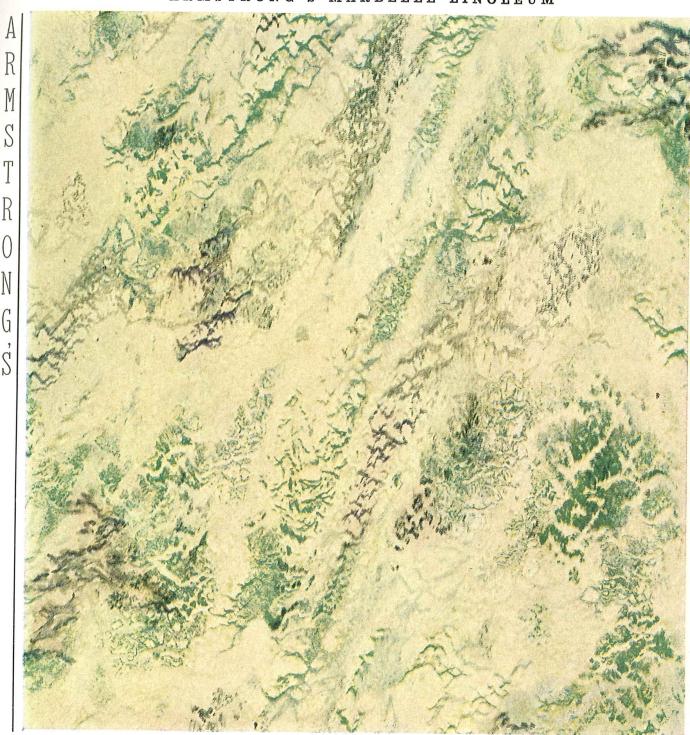
Border	
Linostrips	Nos. 20 and 45
	Dado No. 702
Cove and Base F	Flash Type, No. 46
Upper Wall	Painted bright sage
	and taupe

TrimDamask in	[vory
and b UpholsteryBrown or	
RugB	rown

#### Suggested Color Scheme for Breakfast Room or Dining-room

Linostrips Nos. 47 and 45	Trim
Linowall, Full or Dado No. 706	Curtain
Cove and Base Flash Type,	** 1 1 .
No. 09	Upholster
Upper WallPaper—design in fawn on deep rose ground	Rug

realitable reconst	Dilling room
Trim	Old ivory
Curtain	. Organdy in natural
TT-1-1-4	color
Opnoistery	Deep rose fabric or leather
Rug	Deep rose



(Approximately 1/4 actual size)

## No. 010 Marbelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MAEEJ, Medium Gauge...MAEFK, Standard Gauge...MAEGL

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, recreation rooms, libraries, breakfast rooms, rear entries, small and large stores, beauty

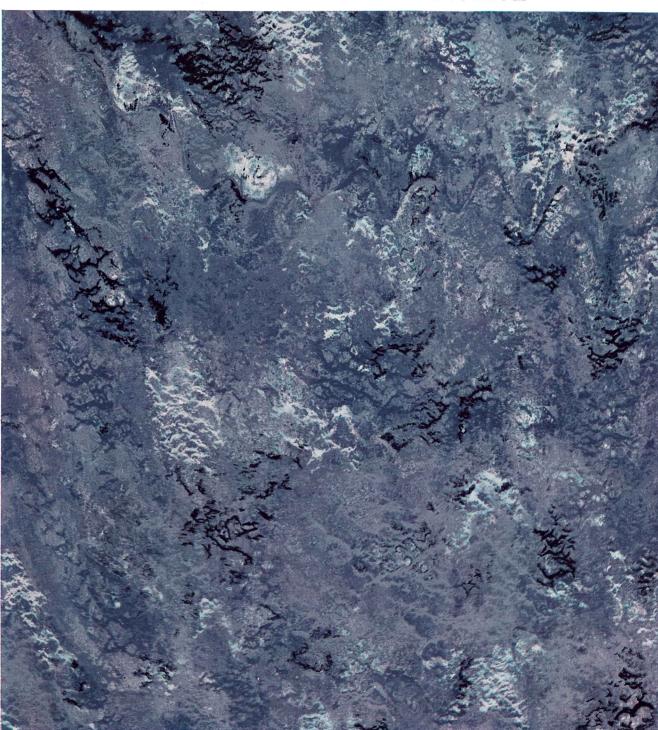
parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres.

## Suggested Color Scheme for Flower Shop

Border No. 27
Linostrips Nos. 23 and 42
Linowall, Full or Dado No. 700
Cove and Base Flash Type, No. 27
Ceiling Shiny black

## Suggested Color Scheme for Sun Porch

BorderNo	. 21
Linostrip	. 42
Cove and Base Flash Type, No	. 21
Wall Green and silver pa	per



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 013 Marbelle

## Code Words: Heavy (1/8") Gauge...MAGAW, Medium Gauge...MAGBI, Standard Gauge...MAGCO

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, restaurants, radio

stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres, banks, showrooms, churches, cocktail lounges, powder rooms.

#### Suggested Color Scheme for Cocktail Lounge

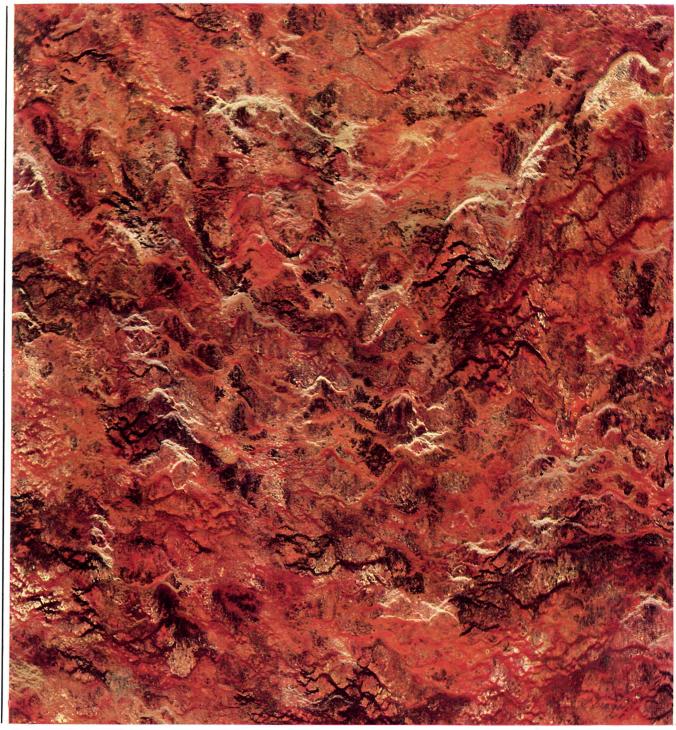
Border	No. 27
LinostripsNo	os. 29 and 23
Cove and Base Flash	Type, No. 27
TrimWhite with	
Rug	Black

WallSilv	
CurtainBlocked liner	
Upholsteryblue a	nd white Black

#### Suggested Color Scheme for Powder Room

Border
Linostrips Nos. 27, 013, and 29
Linowall, Dado
Cove and Base Flash Type, No. 013
RugBlack fur

Upper Wall		. Chinese design in
Trim	black	and blue on silver. Black, blue accent
Upholstery.		Silver
Curtain		Blue satin



(Approximately 1/4 actual size)

## No. 015 Marbelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MAGHY, Medium Gauge...MAGIK, Standard Gauge...MAGLN

Where to Use—Kitchens, bathrooms, entrance halls, recreation rooms, libraries, breakfast rooms, rear entries, offices, large stores,

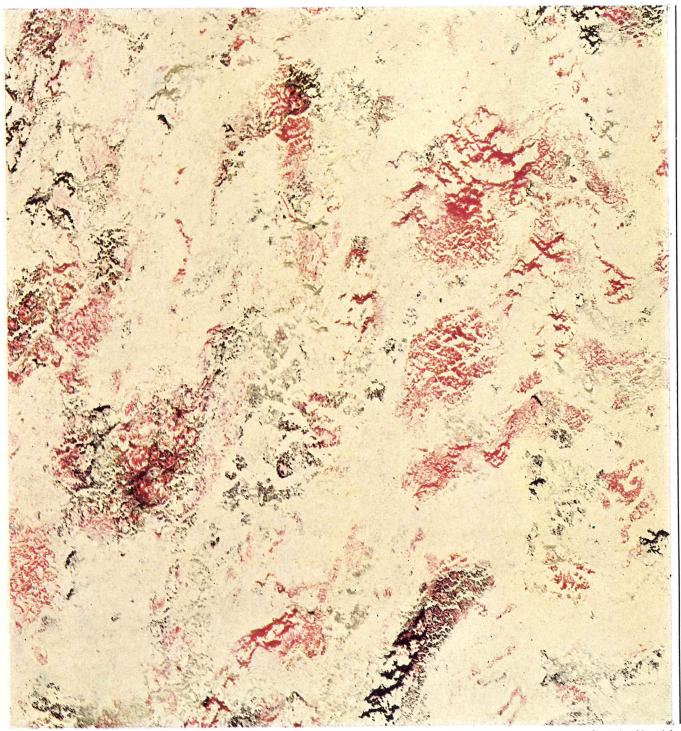
night clubs, restaurants, radio stations, clubhouses, exhibits, hotel and apartment lobbies, barber shops, theatres, sun porches.

#### Suggested Color Scheme for Breakfast Room

Border ... No. 39 Linowall, Full or Dado ... No. 704
Linostrip ... No. 23 Trim ... White
Cove and Base . Flash Type, No. 39
Upper Wall ... Paper—white with
red dots ... White chintz with
red dots ... White ... White

#### Suggested Color Scheme for Office

3 1 3 2 2 2	
Border	Trim Ivory—black trim
Linostrip	Curtain Black with
Cove and Base . Flash Type, No. 27	red stripe
Upper WallPlaster in ivory Linowall, Full or DadoNo. 737	Upholstery Black leather
inowall, Full or Dado No. 737	RugBlack



(Approximately 1/4 actual size)

## No. 016 Marbelle

(2 yards wide only)

u

Code Words: Heavy (1/8") Gauge...MAGMB, Medium Gauge...MAGNS, Standard Gauge...MAGOR

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night

clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres, dress shops.

#### Suggested Color Scheme for Breakfast Room

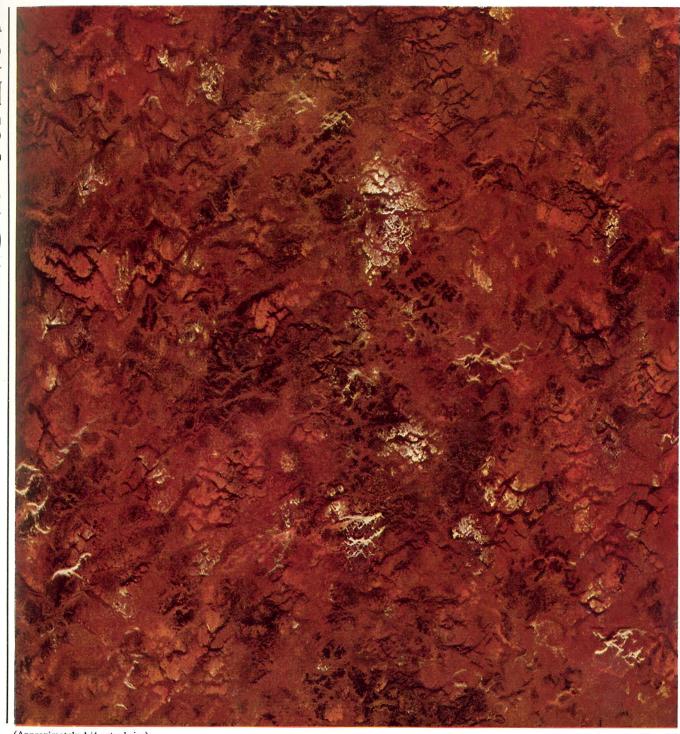
Buggested Color Belieffe for Breakfast 200011		
Border	Upper WallStraw inlay paper	
Linostrip	in crimso	
Linowall, Full or Dado No. 704	CurtainFlowered organdy is	
Cove and Base Flash Type, No. 27	white and re-	
Trim White	UpholsteryRed or blac	

#### Suggested Color Scheme for Theatre Lobby

Border		No. 27
Linostrip		No. 23
	Full or Dado	
Cove and	Base Flash Tyr	e, No. 27
Tains	Pleals on	dahroma

Upper Wall	. Modern paper in gun
C	metal and gray-blue Black moire taffeta
Uphoistery	Gun metal
Rug	Black

R u S



(Approximately 1/4 actual size)

## No. 017 Marbelle

(2 yards wide only)

Code Words: 3/16" Gauge...MADAI, Heavy (1/8") Gauge...MAIPU, Medium Gauge...MAIRC, Standard Gauge...MAUDO

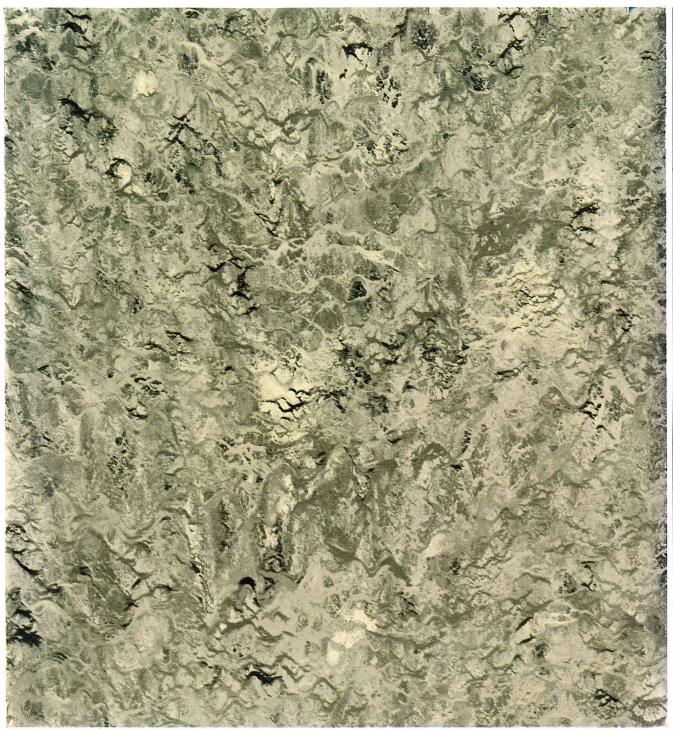
Where to Use-Kitchens, bathrooms, entrance halls, livingrooms, dining-rooms, sun porches, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals.

#### Suggested Color Scheme for Apartment House Lobby

buggested outer benefite for	aparoment Louise Louis
Border	TrimPlatinur CurtainBlocked line
Linowall, Dado No. 710	terra cotta o
Cove and BaseFlash Type, No. 27	UpholsteryBlac

#### Suggested Color Scheme for Office

Border         No. 25           Linostrip         No. 27           Linowall, Dado         No. 703           Linowall to Ceiling         No. 702           Cove and Base         Flash Type         No. 25	TrimBlack CurtainChinese designed chintz on black ground UpholsteryTerra cotta RugTerra cotta
---	---



(Approximately 1/4 actual size)

#### No. 018 Marbelle

(2 yards wide only)

Code Words: 3/16" Gauge...MAOHS, Heavy (1/8") Gauge...MAHFE, Medium Gauge...MAHGI, Standard Gauge...MABUT

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, banks, night clubs,

showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, recreation rooms, dress shops.

#### Suggested Color Scheme for Kitchen

Border ... ... No. 27
Linostrips ... Nos. 24 and 48
Linowall, Full or Dado ... No. 732
Cove and Base . Flash Type, No. 27
Trim ... Canary yellow

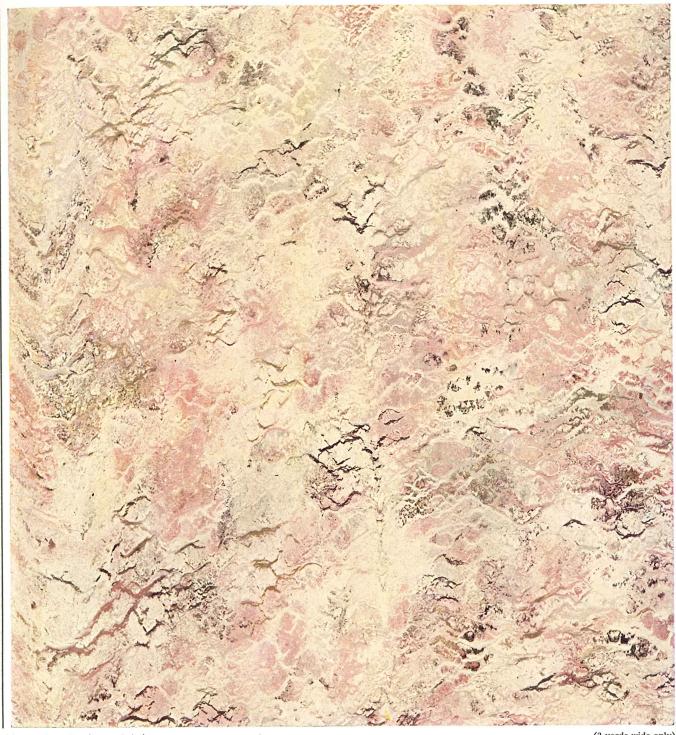
Upper Wall ... ... Paper in gray,
white, and yellow plaid
Curtain ... ... Yellow organdy
embroidered in white stars
Upholstery ... Yellow

#### Suggested Color Scheme for Bathroom

Linostrips	
Linoset	No. 941
Linowall, Fu	ill or Dado No. 705
Cove and Ba	se Flash Type, No. 018
Upper Wall.	Rose tint paint

Trim....Rose tint and turquoise
Curtain...Turquoise embroidered
organdy
Upholstery...Turquoise
Rug...Turquoise

ARMSTRONGS



(Approximately 1/4 actual size)

## No. 019 Marbelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MACFU, Medium Gauge...MACHW, Standard Gauge...MACJY

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, showrooms, restaurants, radio stations, hos-

pitals, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, grocery stores, sandwich shops, powder rooms, coffee and tea shops, candy stores, bakeries, drug stores.

#### Suggested Color Scheme for Powder\_Room

Upper Wall. Silver paper with pink, white, and gold fish design Curtain. Pink oiled silk Upholstery. Pink Revolite Rug. Pink string

## Suggested Color Scheme for Beauty Shop

Trim. Light pink with black accent Curtain. Cellophane striped white gauze Upholstery. White leather



(Approximately 1/4 actual size)

## No. 020 Marbelle

(2 yards wide only)

#### Code Words: Heavy (1/8") Gauge...MAEHM, Medium Gauge...MAEIN, Standard Gauge...MAEJO

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, powder rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty

parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals.

#### Suggested Color Scheme for Bathroom

Border	Upper W
Linoset No. 940	
Linowall, Full or Dado No. 731	Curtain.
Cove and Base. Flash Type, No. 29	Upholste
Trim To harmonize with Linowall	Rug

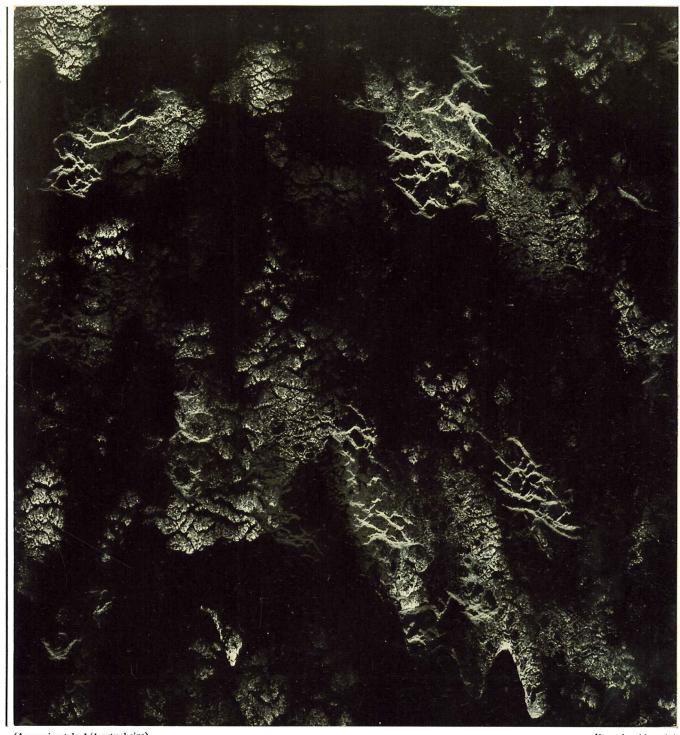
neme for Barmo	OIII
	Paper in zodiac
	sign on blue ground
Curtain	Dark blue oiled silk
Upholstery	White leather
	Blue

#### Suggested Color Scheme for Powder Room

Border
Linostrip
Linowall, Full or Dado No. 732
Cove and Base. Flash Type, No. 26
TrimLight blue

Upper Wall	.Lace design paper
300-0-1000 N 30 N 10000 N	in blue and white
Curtain	Blue ribbed silk
Upholstery	Gray satin

A R M S T R O N G S



(Approximately 1/4 actual size)

#### No. 021 Marbelle

(2 yards wide only)

CodeWords: 3/16'' Gauge...MADAO, Heavy ( 1/8'') Gauge...MATWA, Medium Gauge...MATUW, Standard Gauge...MATOH

Where to Use—Bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors,

offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins.

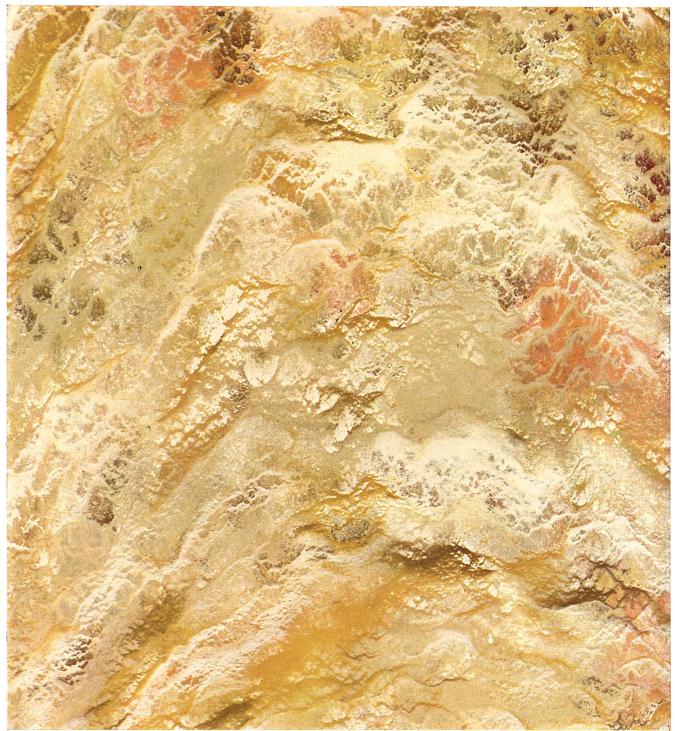
#### Suggested Color Scheme for Living-room

Curtain.....Modern leaf design in yellow and white cotton damask Upholstery.....White, yellow, turquoise

#### Suggested Color Scheme for Apartment Lobby

Linostrips.....Nos. 22, 24, and 27 Linowall, Dado.....No. 703 Cove and Base..Flash Type, No. 021 Upper Wall.....Pale green paint

Trim......Green and black Curtain...Classic design in black, white, green, and yellow Upholstery....Black, green, white



(Approximately 1/4 actual size)

## No. 023 Marbelle

(2 yards wide only)

## Code Words: Heavy (1/8") Gauge...MAEKP, Medium Gauge...MAEMR, Standard Gauge...MAEOT

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores,

beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, theatres.

#### Suggested Color Scheme for Office

Border	Upp
Linostrip	Curt
Linowall, Full or Dado No. 735	
Cove and Base. Flash Type, No. 20	Uph
TrimTo harmonize with Linowall	Rug

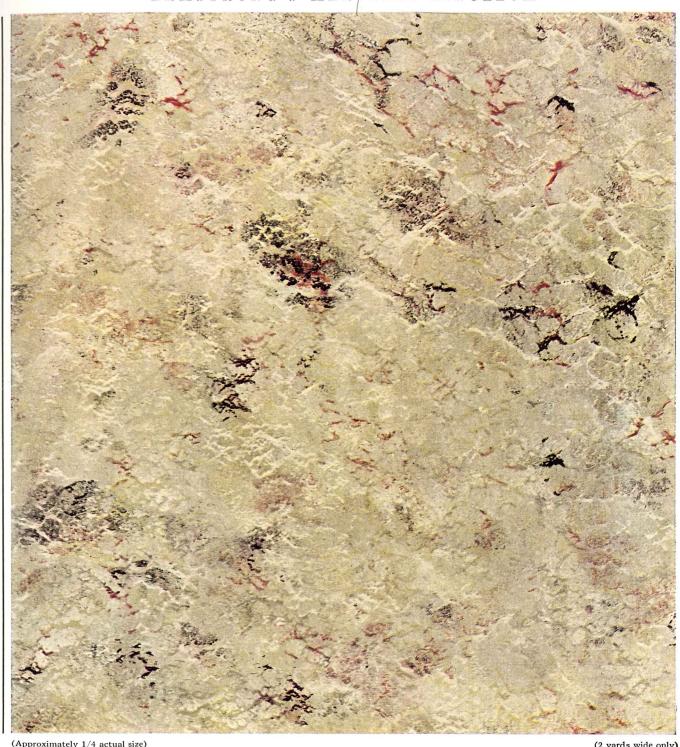
Upper WallGolden buff paper CurtainPrinted linen
in golden tan
Upholstery Brown leather
RugGolden brown

## Suggested Color Scheme for Hotel Dining-room

Border
Linostrip
Linowall, Full or Dado No. 737 Cove and Base Flash Type, No. 20
TrimIvory

Upper Wall	Victorian design
Curtain pap	er in tans and green frown striped taffeta
Upholstery	Gold damask
Rug	Golden brown

G S



(Approximately 1/4 actual size)

#### No. 024 Marbelle

(2 yards wide only)

## Code Words: Heavy (1/8") Gauge...MABIK, Medium Gauge...MABLU, Standard Gauge...MABOF

Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors,

showrooms, restaurants, clubhouses, hospitals, barber shops, theatres, banks, night clubs, hotel and apartment lobbies, tourist cabins.

#### Suggested Color Scheme for Kitchen

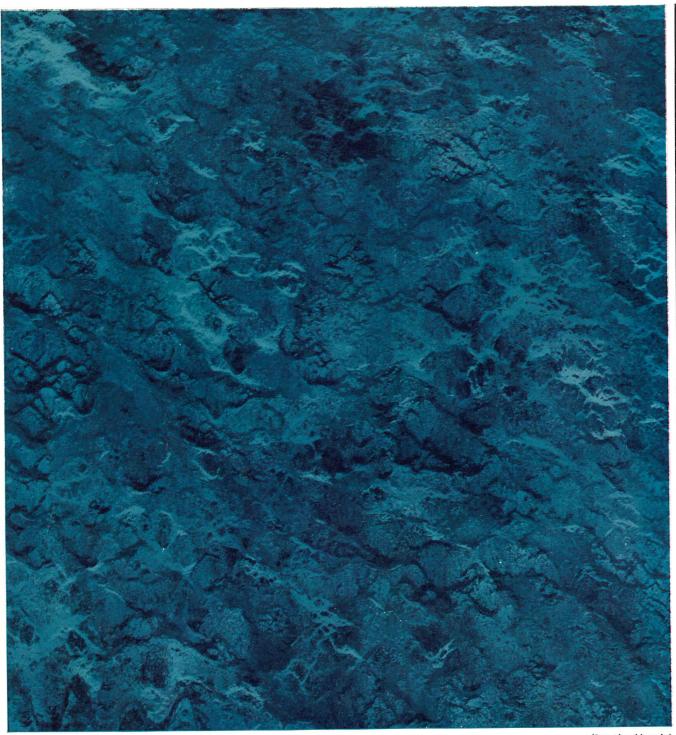
Linostrips....... Nos. 30 and 48 Linowall, Full or Dado.... No. 732 Cove and Base..Flash Type, No. 024 Upper Wall......Gray paint

Trim....Canary yellow
Curtain.Yellow and white
plaid oiled silk
Upholstery.Yellow leather

#### Suggested Color Scheme for Hotel Lobby

Border No. 27
Linostrips Nos. 45 and 39
Linowall, Full or Dado No. 702
Cove and Base. Flash Type, No. 27

Upper Wall.... Red paper or paint Trim..... Buff and cream Curtain... Warm beige Rug... Warm beige



(Approximately 1/4 actual size)

## No. 025 Marbelle

(2 yards wide only)

u

## Code Words: Heavy (1/8") Gauge...MADAR, Medium Gauge...MADAV, Standard Gauge...MADAY

Where to Use—Kitchens, bathrooms, entrance halls, living rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores,

beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, theatres.

## Suggested Color Scheme for Foyer

Border. No. 29 Curtain Paper, green with blue flowers Cove and Base Wood painted Milan green
Trim. Milan green

No. 29 Curtain Paper, green with blue flowers Curtain Blue glazed chintz Upholstery Blue Rug. Dull green

#### Suggested Color Scheme for Bathroom

Border
Linostrip
Linowall, Full or Dado No. 734
Cove and Base Flash Type, No. 025
Upper Wall Painted yellow

Trim...Yellow with blue accent
Curtain...Blue net with
white coin dots
Upholstery...Yellow
Rug...Yellow



(Approximately 1/4 actual size)

## No. 026 Marbelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MADBE, Medium Gauge...MADBL, Standard Gauge...MADBU

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks,

night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres, tea rooms.

#### Suggested Color Scheme for Office

Border No. 27
Linostrip No. 25
Linowall to Ceiling No. 732
Cove and Base Flash Type, No. 27

## Suggested Color Scheme for Beauty Parlor

Upper Wall.....Canary yellow and fawn paint
Curtain....Yellow net, white dots
Upholstery......Yellow



(Approximately 1/4 actual size)

## (2 yards wide only)

## No. 028 Marbelle

Code Words: Heavy (1/8") Gauge...MADEH, Medium Gauge...MADEI, Standard Gauge...MADEJ

Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors,

offices, restaurants, radio stations, clubhouses, hospitals, barber shops, showrooms, airport terminals, tourist cabins, tea rooms.

## Suggested Color Scheme for Kitchen

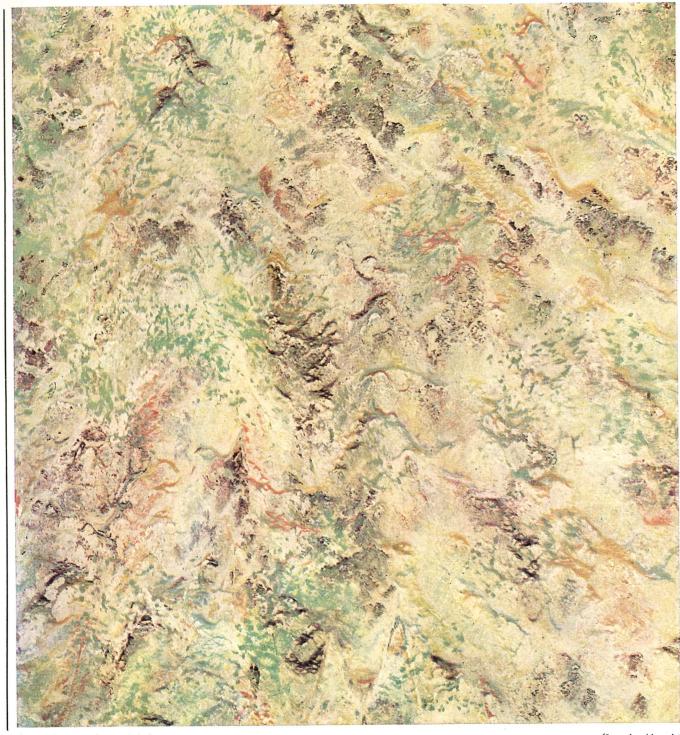
Border ... ... No. 21 Upper Wall ... ... Tan
Linostrip ... ... No. 28 Trim ... Cream, buff, brown
Linowall, Full or Dado... ... No. 706
Cove and Base. Flash Type, No. 21 dotted voile

#### Suggested Color Scheme for Office

Linostrips. . Nos. 42 and 27
Linowall . . . No. 706
Cove and Base . . . Flash Type,
No. 028

Trim ... Cream
Curtain ... Textured in bronze
and green
Upholstery ... Green

G



(Approximately 1/4 actual size)

## No. 030 Marbelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MAFDE, Medium Gauge...MAFGU, Standard Gauge...MAFHS

Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors,

offices, restaurants, radio stations, clubhouses, hospitals, barber shops, showrooms, airport terminals, tourist cabins, large stores.

## Suggested Color Scheme for Kitchen

Border ... No. 46
Linostrip No. 42
Linowall, Full or Dado... No. 702
Cove and Base... Flash Type, No. 46
Upper Wall ... Cream-gray paint

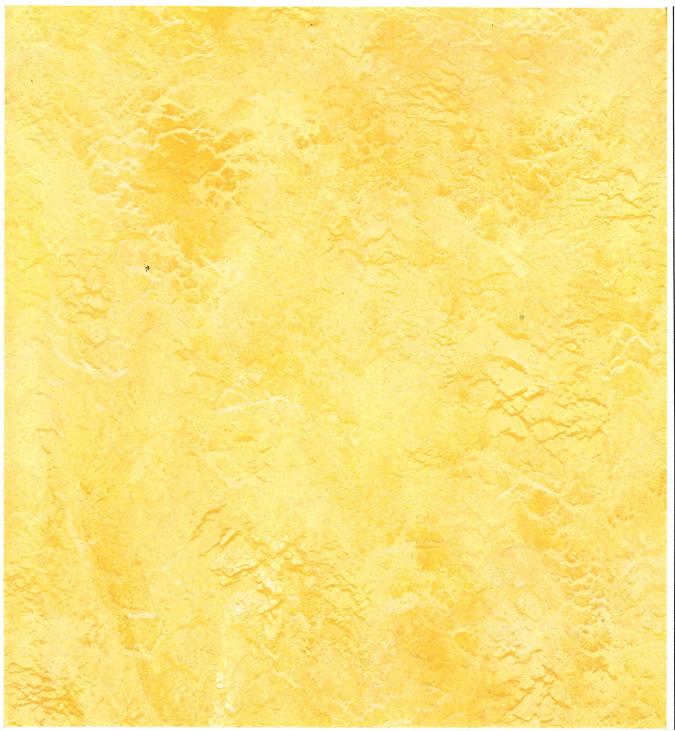
Trim ... Cream-gray
and orange

Curtain ... Off-white chintz
bound in green
and orange

#### Suggested Color Scheme for Bathroom

Border	No. 030
LinostripsNo	
Linowall, Full or Dado	No. 737
Cove and Base Flash Ty	pe, No. 030
Upper Wall	. Pale green

Trim. Ivory white
Curtain. Flowered cream
oiled silk
Upholstery. White
Rug. White



(Approximately 1/4 actual size)

## No. 031 Marbelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MACLA, Medium Gauge...MACMB, Standard Gauge...MACNC

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, powder rooms, small stores,

large stores, beauty parlors, night clubs, showrooms, restaurants, hotel and apartment lobbies, barber shops, and tourist cabins.

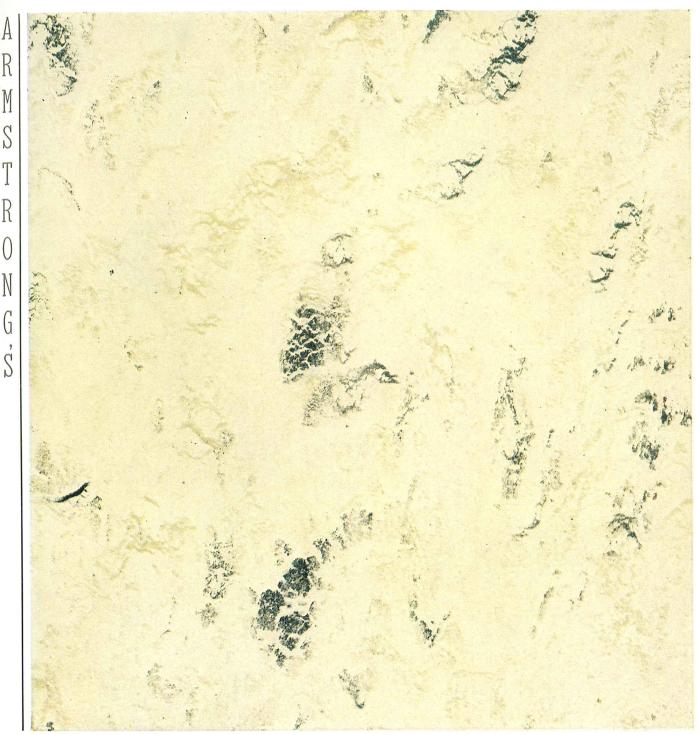
#### Suggested Color Scheme for Powder Room

Page of the Policy Policy In Toll do I and	
Border	Upper WallPaper with
Linostrips Nos. 22, 031, and 24	yellow roses
Linowall, Full or DadoNo. 732	CurtainWhite organdy
Cove and Base. Flash Type, No. 031	UpholsteryGray satir
Trim Platinum cray	Rug White fur

#### Suggested Color Scheme for Sun Room

Border	7
Linostrips Nos. 41, 33, and 23	
Linowall, Full or DadoNo. 737	(
Cove and Base. Flash Type, No. 031	τ
TrimCream gray	F

Walls....Painted, two chartreuse, two white Curtain....Chartreuse and white Upholstery...Chartreuse with white Rug....White



(Approximately 1/4 actual size)

## No. 032 Marbelle

(2 yards wide only)

Code Words: 3/16" Gauge..MAETY, Heavy (1/8") Gauge..MATLY, Medium Gauge..MATPU, Standard Gauge..MATSA

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, banks, night clubs,

showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, recreation rooms, dress shops.

#### Suggested Color Scheme for Bathroom

Linostrips. Nos. 49 and 27
Linoset. No. 941
Linoset. No. 941
Linowall, Dado. No. 704
Cove and Base. Flash Type, No. 032

Linostrips. Ocoral, gray, and white paper
Trim. French gray
Curtain. Gray organdy

#### Suggested Color Scheme for Restaurant

Border No. 30	Linoset No. 926
Linostrip	TrimChartreuse and blue
Linowall, Dado No. 738	CurtainBlue, chartreuse, white
Cove and Base. Flash Type, No. 30	UpholsteryBlue



(Approximately 1/4 actual size)

## No. 033 Marbelle

(2 yards wide only)

R

R

G

Code Words: 3/16" Gauge..MAEVA, Heavy (1/8") Gauge..MAHBN, Medium Gauge..MAHCO, Standard Gauge..MAHDP

Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, libraries, small stores, beauty parlors, offices, res-

taurants, hotel and apartment lobbies, tourist cabins, airport terminals, theatres, clubhouses, radio stations, gift and candy shops.

#### Suggested Color Scheme for Living-room

Border No. 46 Wall Fawn paint Linostrip No. 28 Trim Dark brown Cove and Base Flash Type, No. 46 Curtain Blue and tan linen

#### Suggested Color Scheme for Beauty Parlor

Linostrips Ncs. 20, 46, and 45	TrimCream, tan,
Cove and Base. Flash Type, No. 033	and brown
Wall Modern paper	Curtain Tan silk



(Approximately 1/4 actual size)

## No. 034 Marbelle

(2 yards wide only)

Code Words:  $\frac{3}{16}$  Gauge..MAEWR, Heavy ( $\frac{1}{8}$ ) Gauge..MAHER, Medium Gauge..MAHJS, Standard Gauge..MAHKU

Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, libraries, small stores, beauty parlors, offices,

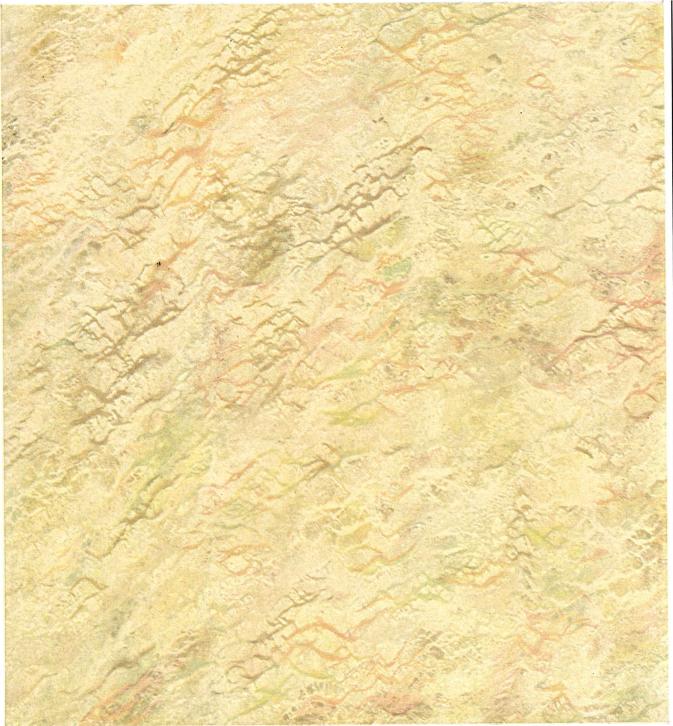
restaurants, hotel and apartment lobbies, tourist cabins, airport terminals, theatres, clubhouses, radio stations, gift shops, tea rooms.

#### Suggested Color Scheme for Dining-room

Border No. 27 Trim Taupe
Linostrip No. 25 Curtain Coral shantung
Cove and Base Flash Type, No. 27 Upholstery Beige or coral
Wall Paper in tan and coral Rug Deep coral

#### Suggested Color Scheme for Sun Porch

CurtainCretonne—black,
Upholstery Green or rust Rug



(Approximately 1/4 actual size)

## No. 035 Marbelle

(2 yards wide only)

## Code Words: Heavy (1/8") Gauge...MAWAD, Medium Gauge...MAWBF, Standard Gauge...MAWCO

Where to Use-Kitchens, baths, entrance halls, dining-rooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs,

showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres, flower shops.

#### Suggested Color Scheme for Bathroom

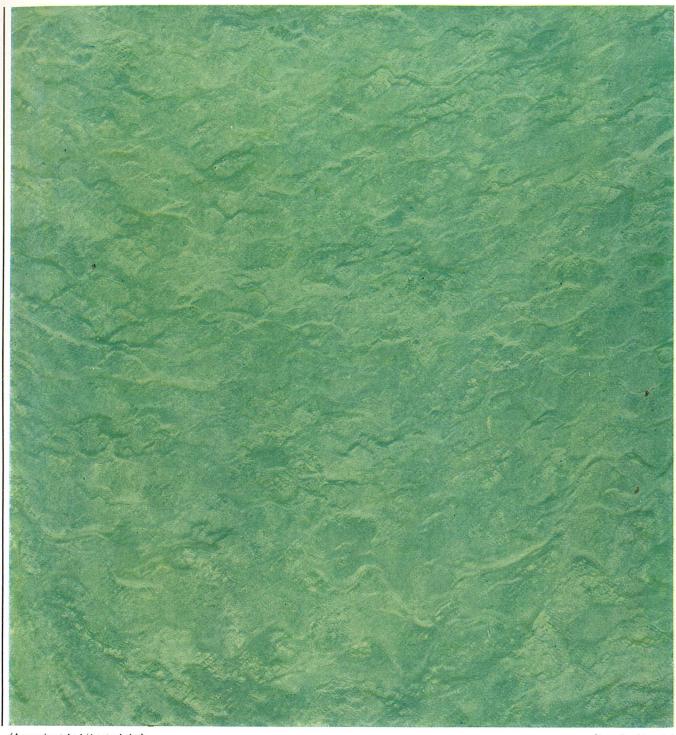
Border . . . . . No. 035
Linostrips . . . . Nos. 42, 44, and 23
Linowall, Full or Dado . . . No. 737
Cove and Base . . Flash Type, No. 035

Upper Wall ... Modern silver paper Trim ... Ivory with green Curtain ... Striped terry cloth Rug ... ... Green chenille

# Suggested Color Scheme for Flower Shop

Border No. 035 Wall Painted rose tint Linostrips Nos. 20 and 49 Trim White Linowall, Full or Dado No. 704 Cove and Base Flash Type, No. 035 Upholstery Salmon leather

A R M S T R O N G S



(Approximately 1/4 actual size)

#### (2 yards wide only)

## No. 040 Monobelle

#### Code Words: Heavy (1/8") Gauge...MOHCY, Medium Gauge...MOMEB, Standard Gauge...MOSIF

Where to Use—Kitchens, bathrooms, entrance halls, diningrooms, sun porches, recreation rooms, breakfast rooms, rear entries. Also in small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, club-houses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres.

#### Suggested Color Scheme for Dining-room

## Suggested Color Scheme for Fruit Shop

Border	Trim

Border	TrimGreen with yellow
Linostrips Nos. 48, 39, and 33	trim
Linowall No. 700	Curtain Yellow and green
Cove and Base Flash Type, No. 30	chintz
Linoset—Custom-Craft	Ready-Cut Linoset No. 926.



(Approximately 1/4 actual size)

## No. 041 Monobelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MOHYR, Medium Gauge...MOMBT, Standard Gauge...MOSOB

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, stores, beauty parlors,

offices, banks, night clubs, showrooms, restaurants, radio stations, clubs, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airports, tourist cabins, theatres, libraries.

#### Suggested Color Scheme for Club House Dining-room

Border	No. 041
LinostripsNos	
Linowall, Full or Dado.	No. 736
Wood Base	Walnut
Upper Wall Red and	gold paper

Trim	old with brown stripe
Curtain	. Gold chenille striped
	cloth
Upholstery	Brown
Rug	Red

#### Suggested Color Scheme for Recreation Room

Border	No. 041
Linostrips	Nos. 41 and 29
Cove and Base.	Flash Type, No. 041
WallGol	d paper with orange
	and blue decign

Trim Curtain	٥,		B	r	0	n	z	e	ai	10	Bib
Upholstery											vo E
Rug											



(Approximately 1/4 actual size)

## No. 042 Monobelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MOHLF, Medium Gauge...MOMNZ, Standard Gauge...MOSVU

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, large stores,

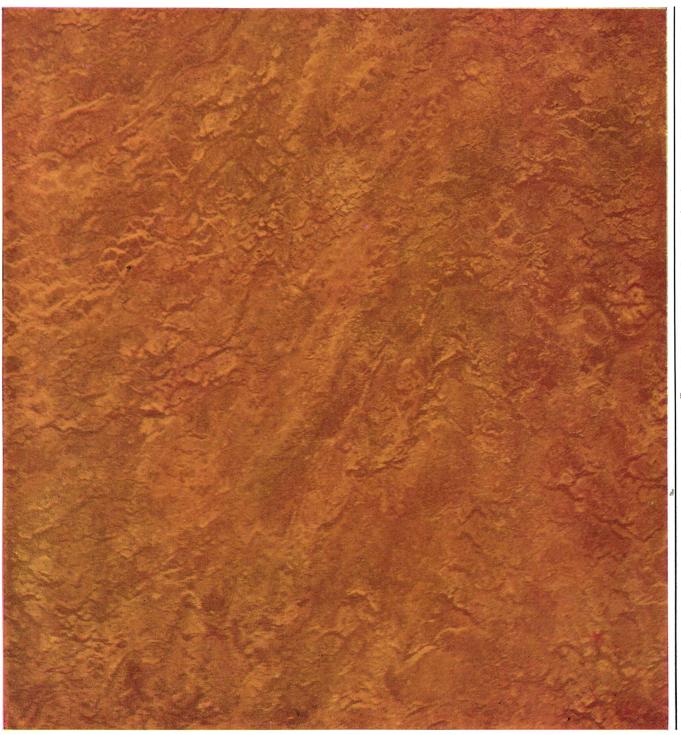
beauty parlors, offices, night clubs, showrooms, restaurants, schools, exhibits, barber shops, tourist cabins, theatres, club-houses, radio stations, hospitals, airport terminals, wallpaper stores.

#### Suggested Color Scheme for Breakfast Room

		 THE COURT IN THE C
Border Linostrip Trim	No. 44	Green paper with floral design on blueDark blue Revolite

#### Suggested Color Scheme for Bathroom

Border	Trim Blue with cilver etci-
Linoset—Custom-Craft	Ready-Cut Linoset No. 940



(Approximately 1/4 actual size)

#### No. 043 Monobelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MOHBO, Medium Gauge...MOMCU, Standard Gauge...MOSDE

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores,

beauty parlors, offices, banks, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, barber shops, airport terminals, theatres, coffee shops.

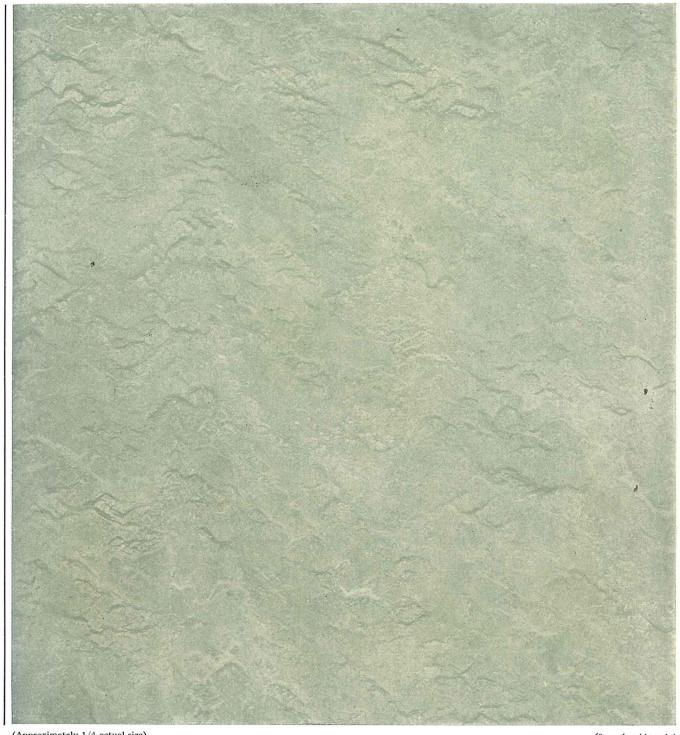
#### Suggested Color Scheme for Restaurant

Border ... No. 25
Linostrip ... No. 30
Linowall, Full or Dado ... No. 734
Cove and Base . Flash Type, No. 25
Upper Wall . Yellow and silver paper

#### Suggested Color Scheme for Office

Linostrips	Nos. 43 and 28	TrimPin
Linowall, Full or	Dado No. 735	Curtain Printed linen in blue
Cove and Base	Wood to harmonize	tan, rus
	with Linowall	UpholsteryBlu
Upper Wall	Blue paint	RugBlu

G Ś



(Approximately 1/4 actual size)

## No. 044 Monobelle

(2 yards wide only)

Code Words: Heavy (1/8") Gauge...MOHEA, Medium Gauge...MOMGL, Standard Gauge...MOSHM

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, breakfast rooms, rear entries, small stores, beauty

parlors, offices, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, churches, barber shops, large stores.

# Suggested Color Scheme for Night Club

Trim Rose tint
Curtain Modern drapery in
gray and silver
Upholstery Silver
Rug Gray

#### Suggested Color Scheme for Breakfast Room

Linostrips	Trim         Turquoise           Curtain         Blue cotton           Upholstery         Blue           Rug         Turquoise
------------	--



(Approximately 1/4 actual size)

## No. 045 Monobelle

Code Words: Heavy (1/8") Gauge...MOHDU, Medium Gauge...MOMRS, Standard Gauge...MOSAN

Where to Use-Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, kitchens, bathrooms, sun porches, breakfast rooms.

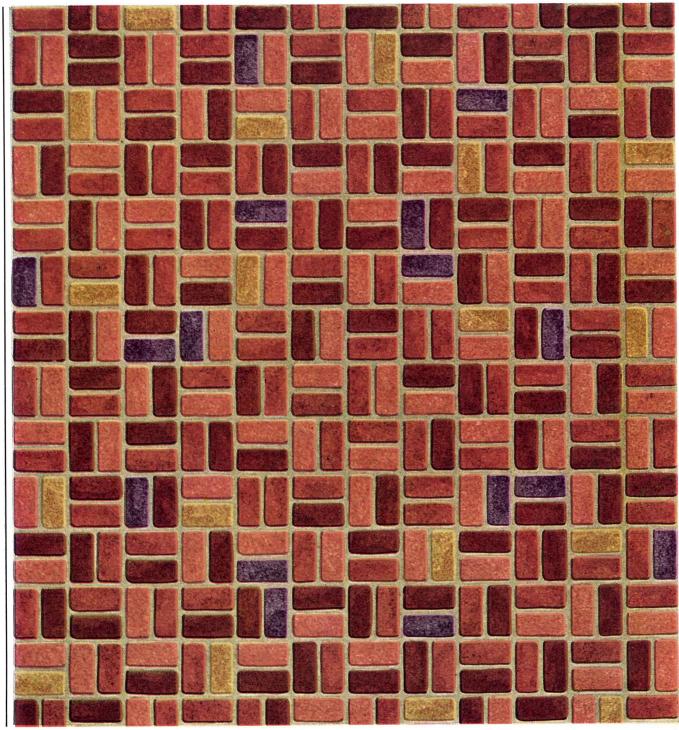
## Suggested Color Scheme for Bank

## Suggested Color Scheme for Sun Porch

Lincetrine	Nos. 44 and 48
Timewell Full or	Dado
Cove and Base F	lash Type, No. 045
Upper Wall	Yellow paint

Trim....Canary yellow and green
Curtain...Printed chintz
Upholstery...Green and brown
Rug...Brown

A R M S T R O N G S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 6240 Embossed Inlaid—Heavy ( $\frac{1}{8}$ ") Gauge

Code Word: AMOLVTA

**Design**—A pleasing variation of the regular tile design is found in this pattern. Of small scale, this pattern is especially good for small floor areas. Various shades of red are used for most of the blocks with an occasional dark mulberry or gold block as an accent note.

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, offices, restaurants, tourist cabins, theatres, coffee shops, and club rooms.

#### Suggested Color Scheme for Den or Recreation Room

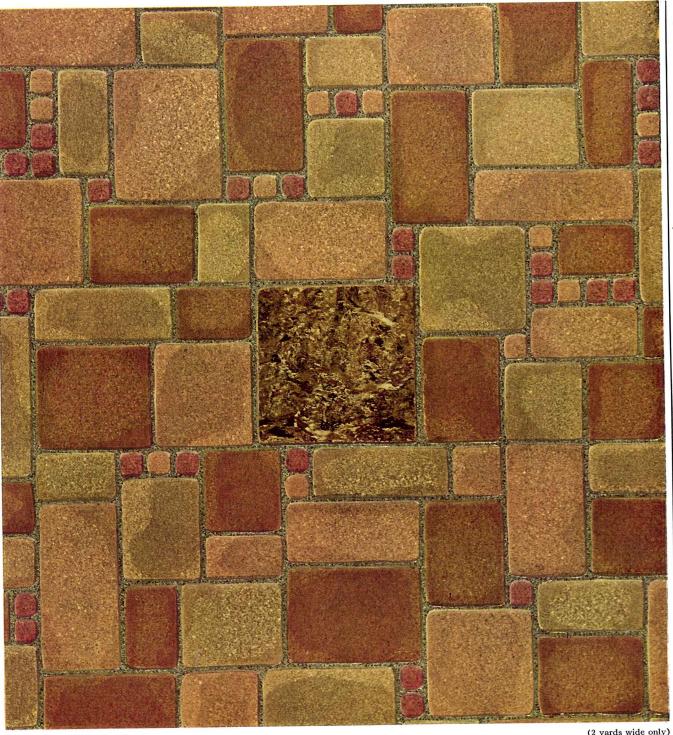
Border No. 25
Linostrip No. 47
Linowall No. 735
Cove and Base. Wood to harmonize
with Linowall
Ceiling Ivory white

Trim Pine with yellow
and carmine accent
Curtain Printed linen in
yellow and terra cotta
Upholstery Yellow leather
Rug Mulberry

## Suggested Color Scheme for Club Room

Border No. 25
Linostrips Nos. 47 and 28
Linowall No. 735
Cove and Base. Wood to harmonize
with Linowall
Ceiling Blue

Trim. Pine with red and blue accent Curtain. Ship-designed chintz in blue, white, and red Upholstery. Sail cloth in blue



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 6252 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMOMBGY

**Design**—Here is a close-harmony all-brown pattern with an effect not unlike sandstone created by the mottled and shaded blocks. The blocks are irregular in shape and are separated from each other by mottled gray embossed interliners. An outstanding feature of the design is the use of large marbleized inset blocks. Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, offices, banks, restaurants, clubhouses.

#### Suggested Color Scheme for Sun Porch

Trim......Sage green and mandarin red
Curtain....White chintz—
ivy leaves Border ... No. 20
Linowall to Ceiling ... No. 738
Cove and Base . Flash Type, No. 20
Upholstery ... Red

## Suggested Color Scheme for Recreation Room

Border	No. 28
Linowall, Full or Dado.	No. 735
Cove and Base	Wood
Upper Wall	Soft rose

Trim	Natural pine
Curtain	Printed brown linen
Unholetery	with card design



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 6260 Embossed Inlaid—Heavy (1/8") Gauge Code Word: AMOLWIP

Design—Each brick-red block is mottled and shaded and is separated from surrounding blocks by gray embossed mortar lines. Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres.

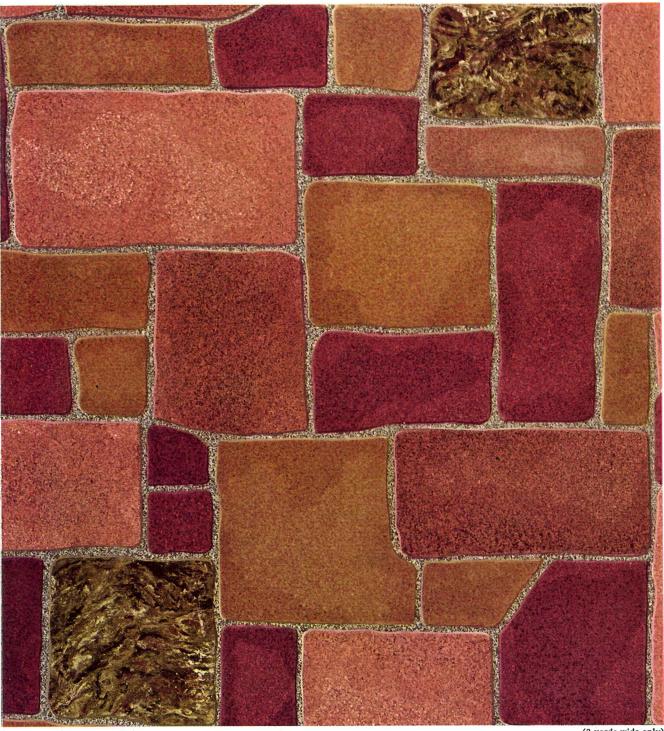
#### Suggested Color Scheme for Dining-room

# 

#### Suggested Color Scheme for Sun Porch

Border	No. 25
Linostrip	No. 20
Linowall	<b>N</b> o. 734
Cove and Base	Flash Type,
	No. 25
Wall	ainted yellow

Trim....Ivory with light gray and slate gray accent
Curtain....Cotton damask with ivory design on yellow
Upholstery...Yellow and ivory
Rug....Yellow



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 6271 Embossed Inlaid—Heavy $(\frac{1}{8}")$ Gauge

Code Word: AMFOR

**Design**—The warmth and cheer of this Old World tile pattern are created by the shaded irregular blocks in reds and browns with mottled gray interliners. The design is further enhanced by the addition of marbleized inset blocks in a walnut brown color.

Where to Use—Kitchens, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, barber shops, airports, tourist cabins, haberdasheries.

#### Suggested Color Scheme for Dining-room

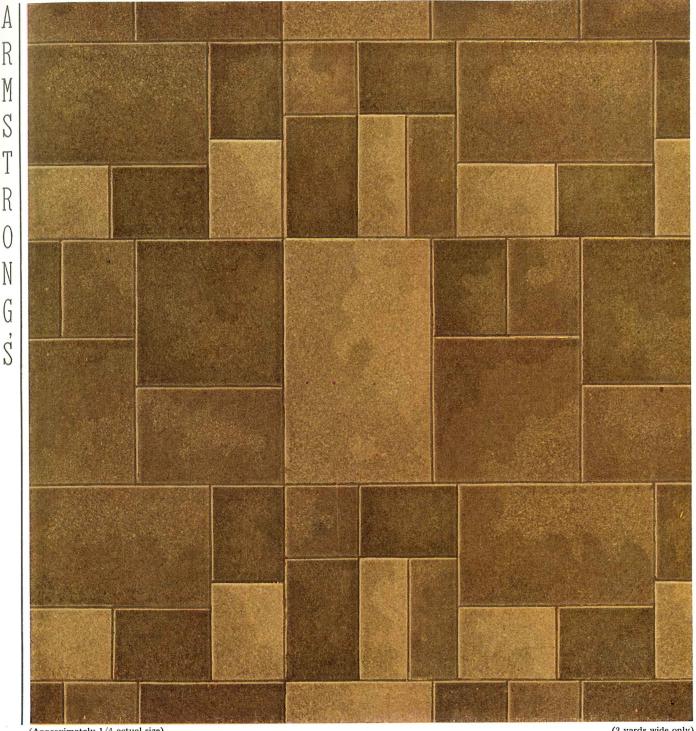
-	
Border	0. 25
Cove and Base Flash Type, No.	0. 25
WallBlue	paint
TrimBlue	paint

	0
Curtain	.Black batik with re white, and blu
Upholstery	Bl
Rug	Orient

#### Suggested Color Scheme for Restaurant

Border	
	No. 735
Cove and BaseV	Wood to harmonize
	with Linowall

Upper Wall	Green pain
Trim	Pin
CurtainBlu	e and green chint
Upholstery	



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 6280 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMPFU

Design—The close-harmony arrangement of brown blocks in this irregular tile pattern has caused it to be mistaken many times for a cork tile floor. Even the two-tone embossed interliners are blended into the design and aid in producing a pattern that has proved very popular where a restrained dignified floor is desired. Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, small stores, beauty parlors, offices, banks, restaurants.

#### Suggested Color Scheme for Library

Border ... ... No. 46
Linowall, Full or Dado ... No. 736
Cove and Base ... Flash Type,
No. 46
Upper Wall ... White paper 

## Suggested Color Scheme for Restaurant

Border
Linostrip
Linowall, Full or Dado No. 735
Cove and BaseFlash Type,
No. 46

Upper Wall	Colonial paper in	
Trim	brown, cream, and blue	4
	Blue chint:	
Upholstery.	Blue	е



(Approximately 1/4 actual size)

## No. 6283 Embossed Inlaid—Heavy $(\frac{1}{8}")$ Gauge Code Word: AMCUM

(2 yards wide only)

Design—The increasing interest in blue, and particularly in royal blue, for floors is given full expression in this dominant pattern. Room furnishings and trim may be either in harmony or in contrast, for the subtle texture and shading of the pattern permit unusual freedom in arranging attractive, practical color schemes.

Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, libraries, breakfast rooms, small stores, large stores, beauty parlors, offices, showrooms, restaurants, radio stations, clubhouses, hospitals, hotel and apartment lobbies, tourist cabins, theatres, sandwich shops.

## Suggested Color Scheme for Dining-room

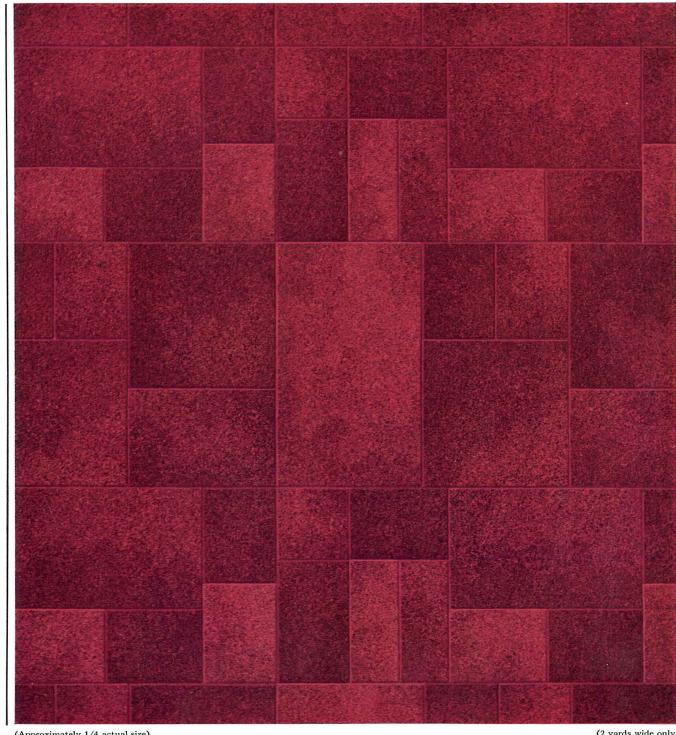
Linowall, Dado No. 735
Upper Wall Blue toile paper
Trim Pine Rug Curtain Blue chintz with
yellow and ivory edge
Rug Blue

## Suggested Color Scheme for Sun Porch

Wall. Blue-green paper
Trim. Taupe
Rug. Green Green

Curtain. Dark blue and green
flowered chintz
Upholstery. Blue-green

u S



(Approximately 1/4 actual size)

#### (2 yards wide only)

# No. 6284 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMCVI

Design—Deft shading gives conservative dignity and depth to this more formal pattern, without detracting from the richness of its fine old burgundy coloring. Furnishings preferably should complement this floor, rather than be in contrast with it.

Where to Use-Entrance halls, living-rooms, dining-rooms, sun porches, studies, tea rooms, nurseries, libraries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, radio stations, clubhouses, hospitals, powder rooms.

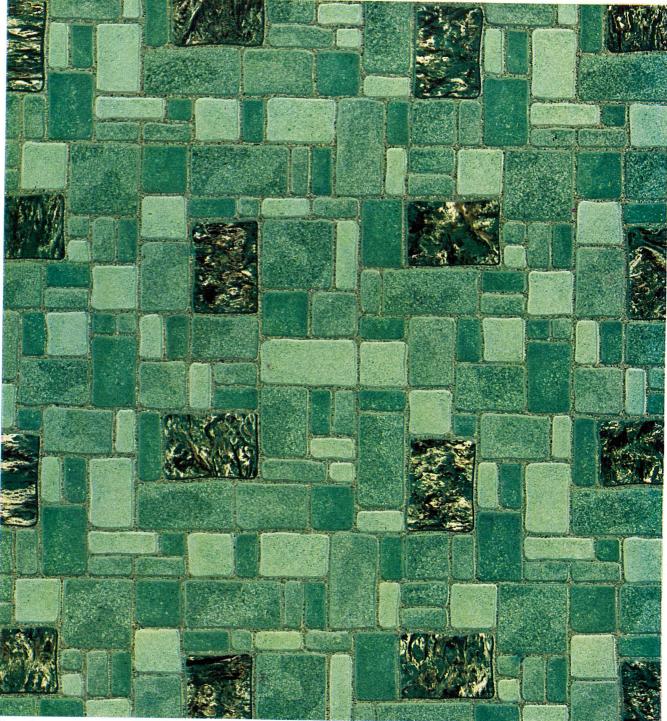
## Suggested Color Scheme for Club Room

# 

#### Suggested Color Scheme for Powder Room

Border         No. 37           Linostrip         No. 23	TrimMod
Cove and Base. Flash Type, No. 37 Wall Modern wheat paper in	Upholstery
rose-red and white	Rug

Trim	
Curtain Modern silk and c	otton
satin in	white
Upholstery	White
Rug	White



(Approximately 1/4 actual size)

# No. 6290 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMEOH

Design—This all-green coloring of an irregular tile design produces a cool, restful pattern that has many applications in homes and business places. The shaded green blocks are closely blended. Marbleized feature blocks in darker green are inset at intervals.

Where to Use-Kitchens, bathrooms, entrance halls, diningrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, clubhouses, hospitals, schools, barber shops, tourist cabins, florist shops.

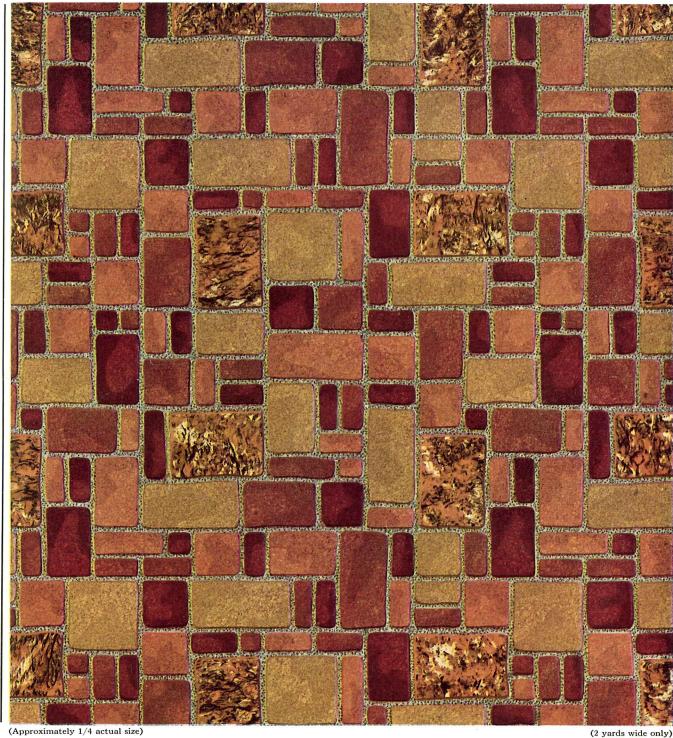
## Suggested Color Scheme for Specialty Shop

Border ... ... No. 42 Linostrips ... ... Nos. 22 and 23 Linowall, Full or Dado ... No. 738 Cove and Base .. Flash Type, No. 42 Trim ... ... Cream gray

Upper Wall ... . Shaded from dove gray, light green to ivory Curtain ... . . Cotton damask in green and white Upholstery ... ... Dove gray

## Suggested Color Scheme for Restaurant

(2 yards wide only)



No. 6291 Embossed Inlaid—Heavy ( $\frac{1}{8}$ ") Gauge

Code Word: AMEPE

Design—This irregular tile pattern with its Old World charm is made up principally of shaded mottled blocks in red and browns, separated by embossed interliners resembling mortar. The design is heightened by marbleized inset blocks in red and browns.

Where to Use-Kitchens, entrance halls, living-rooms, diningrooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, barber shops, airport terminals, tourist cabins, tea rooms.

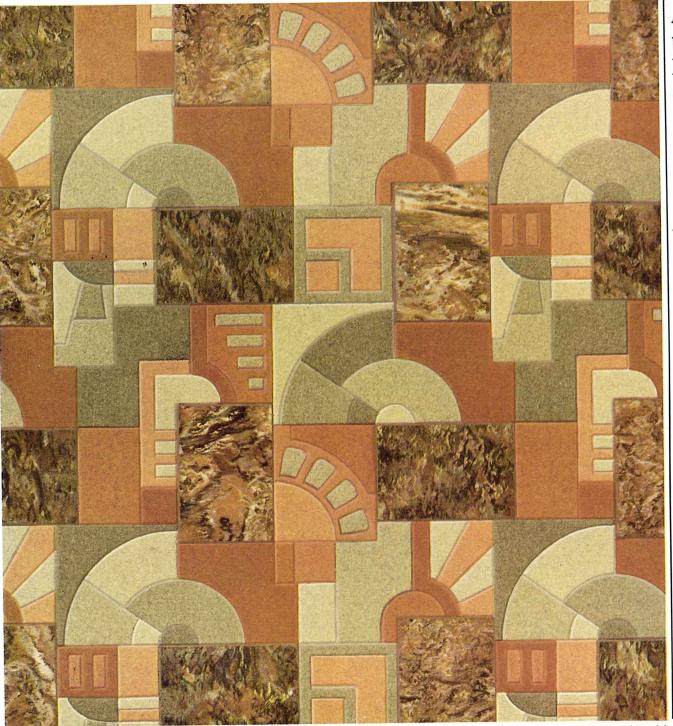
# Suggested Color Scheme for Sun Porch

Trim......Gray, yellow, and green Curtain.....Heavy yellow texture Upholstery......Yellow

## Suggested Color Scheme for Book Shop

Trim......Natural pine
Curtain...Linen—rust and
chartreuse 

# ARMSTRONG'S EMBOSSED INLAID LINOLEUM—HEAVY



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 6300 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMJAW

**Design**—Although this pattern is reminiscent of tile, it breaks completely with all precedent and takes its design from the motifs which modern designers have found so useful. Further interest is added to the modern mottled blocks by means of

rectangular accent units placed at regular intervals in the design. Where to Use—Kitchens, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, clubhouses, coffee shops, lobbies, men's shops.

#### Suggested Color Scheme for Dining-room

Border	Upper Wall . Paper i
Linostrip	design on
Linowall, DadoNo. 735	Curtain Rough f
Cove and Base. Flash Type, No. 20	Upholstery
Trim Pine	Rug

Upper Wall. Paper in white and tan design on apricot ground Curtain . . . Rough fabric in apricot Upholstery . . Light brown Rug . . . . . Brown

#### Suggested Color Scheme for Clubhouse

Border	No. 28
Linostrip	No. 45
Cove and E	Base. Flash Type, No. 28
Wall	Polka dot on emerald
	green paper

Trim. Ivory
Curtain Ivory velvet
Upholstery Green and
tan leather
Rug Tan

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM-HEAVY

R G

(Approximately 1/4 actual size)

#### (2 yards wide only)

# No. 6310 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMJEZ

Design—This pattern has the distinctive "three-level" embossing. The black diagonal interliners which cross the red blocks are depressed in the usual manner but the gray mortar lines around each block provide an especially pleasing raised effect caused by streamline embossing at both sides of the mortar lines.

Where to Use—Kitchens, entrance halls, living-rooms, dining-rooms, sun porches, studies, libraries, breakfast rooms, small stores, beauty parlors, offices, restaurants, clubhouses, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, coffee shops, Rathskellers, haberdasheries, dens, tea rooms.

#### Suggested Color Scheme for Hall

# Border ... No. 27 Cove and Base ... Flash Type, No. 27 Wall ... Gray paper, blue and yellow design

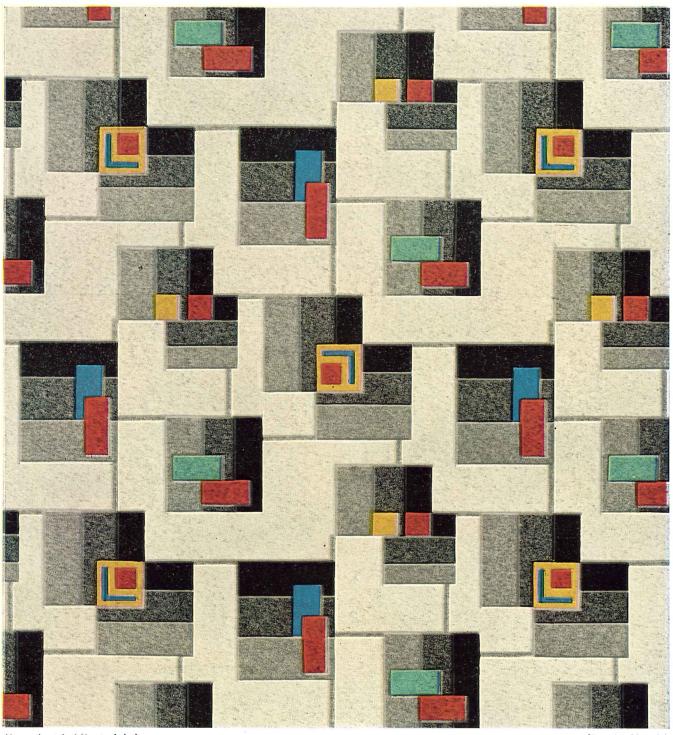
Trim	Gray, with blue trim
Curtain	Gray chintz with
	blue trim
	Blue
Rug	Gray

#### Suggested Color Scheme for Dining-room

Border
Linowall, DadoNo. 735 Cove and BaseFlash Type,
No. 25

Upper WallRough textured
rose paper CurtainFlowered chintz
UpholsteryTerra cotta RugBeige

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM-HEAVY



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 6350 Embossed Inlaid—Heavy ( $\frac{1}{8}$ ") Gauge

Code Word: AMBER

Design—A new residential design in Heavy Embossed features one of the most popular combinations ever created for floors. Black and white, silver gray, and dark gray, form the back-

ground. Bright accent spots are of gold, blue, jade, and scarlet. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, tea rooms.

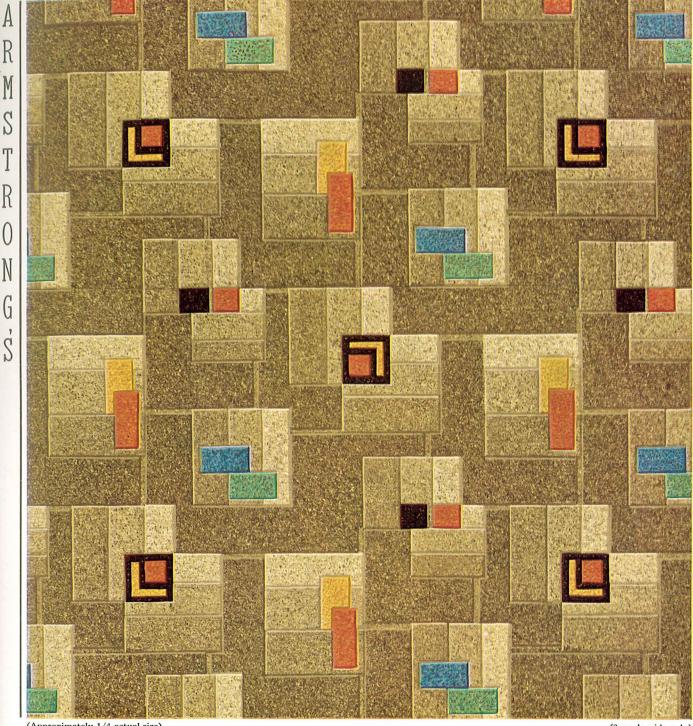
#### Suggested Color Scheme for Breakfast Room

buggested Color Bellettle for Breakfast Room		
Border	Upper Wall Chinese rec	
Linostrip	pin stripe paper	
Linowall, Dado No. 732	CurtainChampagne	
Cove and Base. Flash Type, No. 27	organdy	
Trim Semi-lustre ivory	Upholstery Chinese rec	

#### Suggested Color Scheme for Kitchen

BorderN		Upper Wall Flower pot paper
LinostripN		in various colors
Linowall, Full or Dado No	. 753	TrimIvory
Cove and Base. Flash Type, N	Jo. 27	CurtainGreen and yellow net

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM—HEAVY



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 6351 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMBHI

Design-Here is an open ground overlay pattern in Embossed Inlaid. This is one of the newer designs created primarily for residential use, but it is also bound to be popular in small shops. Its coloring is a softly shaded allover brown with brightly colored accents in gold, green, blue, orange, and burnt umber. Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, barber shops, coffee shops.

# Suggested Color Scheme for Kitchen Border ... No. 20 Linostrips ... Nos. 43 and 48 Linowall, Full or Dado ... No. 750 Cove and Base ... Flash Type, No. 20

Upper Wall Painted yellow
Trim Yellow
Curtain Yellow and ivory
plaid oiled silk
Upholstery Blue

## Suggested Color Scheme for Breakfast Room

Border
Linostrip
Linowall, Dado No. 735
Cove and Base. Flash Type, No. 28
TrimLight brown

Upper Wall....Orange paper with fine plaid in ivory Curtain....Eggshell chintz with orange chintz binding Upholstery....Brown

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM — HEAVY



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 6360 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMCEO

Design-There's a textured feeling to this smart new Swedish modern pattern with its rough sand tone background and bright inset blocks. There is also a directional flow caused by the vertical strips of orange embossing which are spaced at frequent intervals.

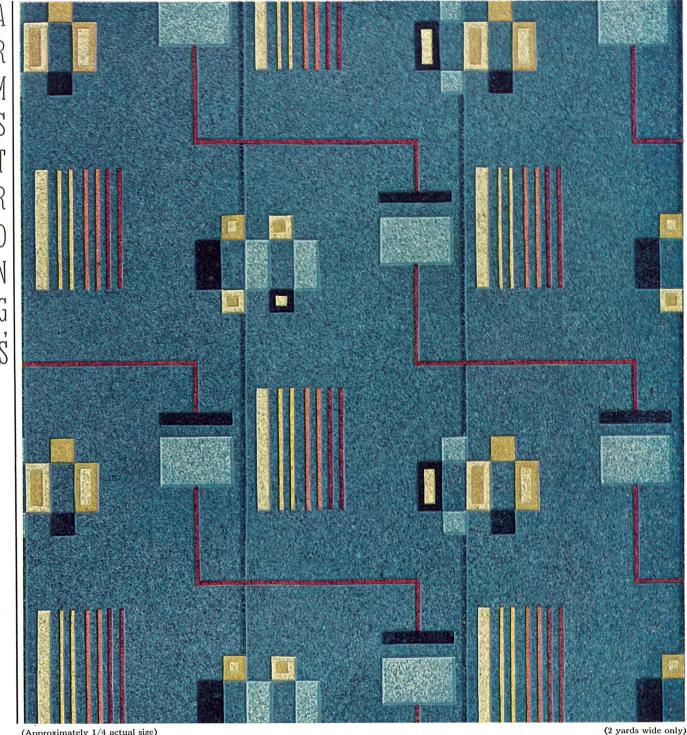
This effect is tempered by the diagonal embossed lines in brown. Where to Use—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, clubhouses, airport terminals, tourist cabins.

#### Suggested Color Scheme for Nursery

#### Suggested Color Scheme for Airport Terminal

Border ... No. 46
Linostrip ... No. 45
Linowall, Full or Dado ... No. 736
Cove and Base ... Wood to match
Linowall





(Approximately 1/4 actual size)

# No. 6361 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMCIM

Design-A Swedish modern textured effect is achieved in this remarkable pattern with its background of deep powder blue, the smart tile-like squares, and the lines of contrasting rich burgundy. Where to Use—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, radio stations, clubhouses, exhibits, airport terminals.

#### Suggested Color Scheme for Recreation Room

 Border
 No. 30

 Linostrip
 No. 45

 Linowall, Full or Dado
 No. 735

 Upper Wall
 Painted buff

Cove and Base....Wood, painted mandarin red Trim....Mandarin red Curtain...Red printed cretonne Upholstery...Red

#### Suggested Color Scheme for Kitchen

Border ... No. 30 Upper Wall ... Ivory paper with Linostrip ... No. 23 Linowall, Full or Dado ... No. 737 Cove and Base ... Flash Type, No. 30 Trim ... Delphinium blue ... Upper Wall ... Ivory paper with tiny blue figure ... Curtain ... Blue dotted swiss

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM—HEAVY



(Approximately 1/4 actual size)

# No. 6363 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMPNF

Design-The gay note of Swedish modern decoration is caught in this exciting new pattern. Accents of gold, gray, delphinium blue, clear red, black, white, and chalk green give an instant effect of colorful contrast to the textured background of medium gray. Where to Use-Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, restaurants, hotel and apartment lobbies, barber shops, airport terminals, dress shops, tourist cabins, and tea rooms.

#### Suggested Color Scheme for Dress Shop

Border No. 27
Linostrips Nos. 23 and 38
Linowall, Dado No. 703
Cove and Base. Flash Type, No. 27

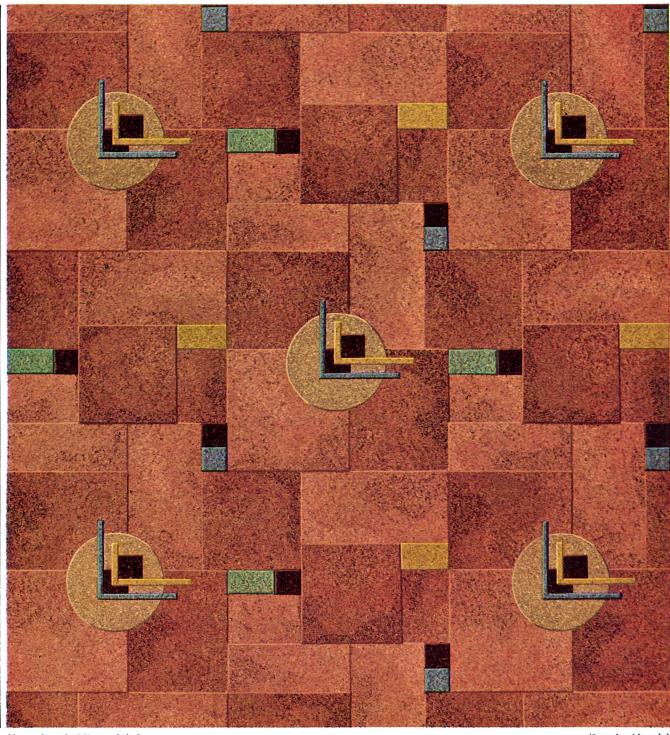
Upper Wall....Robin's Egg paper Trim...Robin's Egg, cream accent Curtain....Robin's Egg silk Upholstery....Robin's Egg

#### Suggested Color Scheme for Kitchen

Border No. 43
Linostrips Nos. 23 and 39
Linowall, Full or Dado No. 731
Cove and Base. Flash Type, No. 43

Upper Wall . . . . Painted gray Trim . . . Platinum with red accent Curtain . . . . Red oiled silk Upholstery . . . . . Red leather

ARMSTRONGS



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 6370 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMFAW

**Design**—In this pattern a warm, informal effect results from combining shaded terra cotta red tiles with modernistic circular and chevron accents. Multiplane embossed green, blue, gold, and ebony blocks stand out boldly, thus adding rich, deep beauty.

Where to Use—Kitchens, bathrooms, entrance halls, studies, dens, dining-rooms, sun porches, libraries, breakfast rooms, small and large stores, offices, showrooms, restaurants, clubhouses, schools, hotel and apartment lobbies, radio stations, night clubs.

#### Suggested Color Scheme for Dining-room

## Suggested Color Scheme for Den

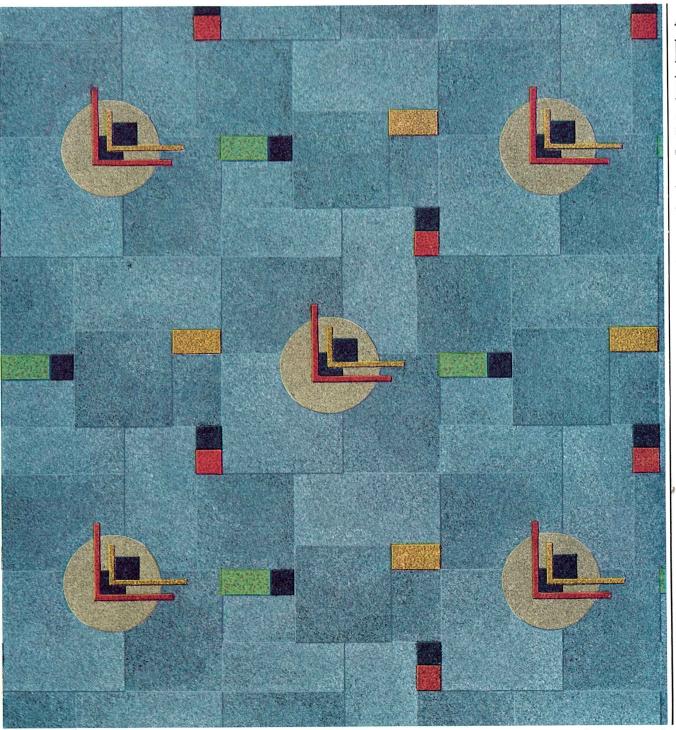
Border
Linostrip
Linowall, Full or Dado No. 735
Cove and Base. Flash Type, No. 43
TrimPine

Upper Wall	Scenic paper
Curtain	in rust and blue Light blue damas!
Upholstery	Light blue
Rug	Light blue

Border		. 46
Linostrip		. 25
Linowall, Dado.		
Cove and Base.		
Upper Wall	. Painted coral,	tar

Trim Walnut, turquoise	accent
CurtainTerr	a cotta
cotton d	
UpholsteryTur	rquoise
RugTur	rquoise

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM-HEAVY



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 6371 Embossed Inlaid—Heavy ( $\frac{1}{8}$ ") Gauge

Code Word: AMFBI

**Design**—In this Multiplane Embossed pattern the popular blue is used in a new and entirely different way. It has a smoky hue and is skillfully highlighted by red and gold chevrons and olive gray discs. Accent blocks are of red, gold, dark blue, and green.

Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, dens, recreation rooms, libraries, breakfast rooms, rear entries, small and large stores, offices, night clubs, showrooms, restaurants, clubhouses, hotel and apartment lobbies, theatres, radio stations.

#### Suggested Color Scheme for Kitchen

Border ... No. 30
Linostrip ... No. 42
Linowall, Full or Dado ... No. 751
Cove and Base ... Flash Type, No. 30
Upper Wall ... Painted light blue

Trim ... Light blue, dark
blue accent
Curtain ... Blue and green
Curtain ... Blue and green
Upholstery ... Blue or green

#### Suggested Color Scheme for Den

Border	No. 30
Linostrips	
Linowall, Full or I	Dado No. 735
Cove and Base. F	lash Type, No. 30
Trim	Pine

Upper Wall. Airplane design paper
with blue ground
Curtain. Fish net
Upholstery. Red or blue
Rug. Dark red

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM — HEAVY



(Approximately 1/4 actual size)

#### (2 yards wide only)

# No. 6372 Embossed Inlaid—Heavy ( $\frac{1}{8}$ ") Gauge

Code Word: AMFHU

Design—This Multiplane Embossed pattern with its shaded rich brown tile effect stands out because of the absence of interliners. Discs of light brown and chevrons of red and gold combine with accents of gold, red, and chocolate brown to furnish a new note.

Where to Use—Kitchens, bathrooms, entrance halls, diningrooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, small and large stores, offices, banks, night clubs, showrooms, clubrooms, restaurants, hotel and apartment lobbies.

#### Suggested Color Scheme for Clubroom

# Suggested Color Scheme for Kitchen order......No. 20 Trim......

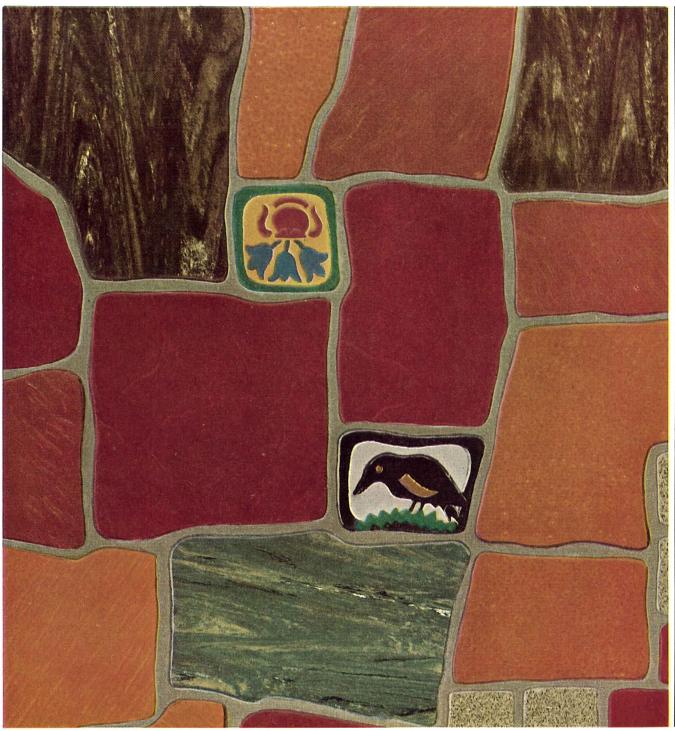
Border											No.	20
Linostrip											.No.	40
Linowall,	F	ull	(	ог	$\Gamma$	12	d	ic	) .		No.	735
Cove and												
Trim											P	ine

Upper Wall	.Painted burgundy
	Brown chintz in
	modern design
Upholstery	Red leather
Rug	Burgundy

Border	No. 20
Linostrip	No. 48
Linowall, Full or Dad	loNo. 750
Cove and Base. Flash	Type, No. 20
Upper Wall	

Trim	Yellow,
Curtain	brown accent
	and brown chintz
Upholstery	Same as curtains

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM-HEAVY



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 16003 Embossed Inlaid—Heavy $(\frac{1}{8}")$ Gauge

Code Word: TEOCFIL

Design—Here is a large scale broken tile design that is somehow reminiscent of an old world baronial hall. While tile-reds predominate in the pattern there are also large units of gray and brown, all separated by gray mortar interliners. Special medallion features, such as floral and bird figures, high-spot the pattern.

Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, offices, showrooms, restaurants, clubhouses, exhibits, Rathskellers, theatres, cocktail bars, hotel and apartment lobbies, tea rooms, coffee shops, banks.

#### Suggested Color Scheme for Dining-room

Border No. 46 Upper Wall White Temlok Linostrip No. 24 Trim Walnut Linowall, Dado No. 736 Curtain Red had-blocked linen Cove and Base. Flash Type, No. 46 Upper Wall White Temlok Walnut Curtain Red had-blocked linen Upholstery Brown linen

#### Suggested Color Scheme for Sun Porch

Border	TrimPainted sage to
Linowall to Ceiling No. 738	match Linowal
Cove and BaseFlash Type,	Curtain Green and white
No. 25	leaf cottor

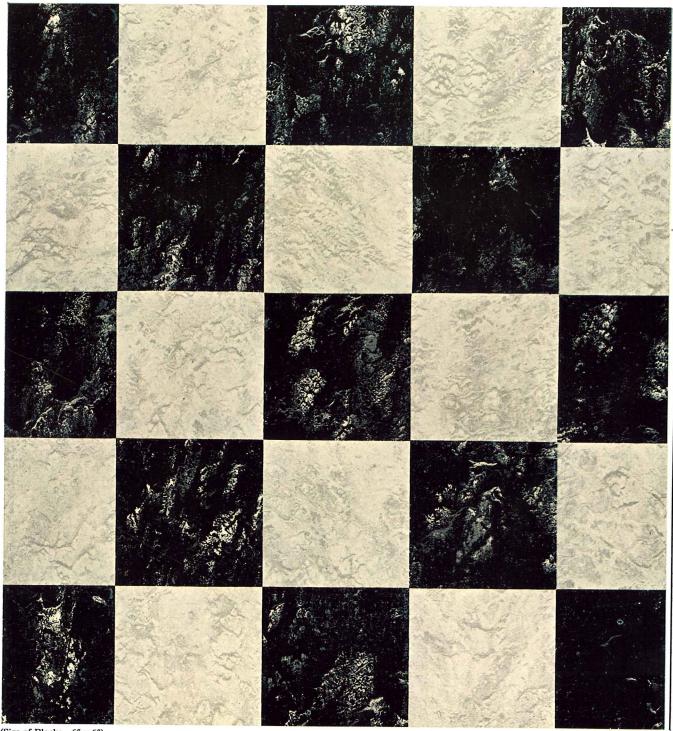
ARMSTRONGS



# ARMSTRONG'S HEAVY GAUGE LINOLEUM WITHSTANDS HARD WEAR AND RETAINS ITS BEAUTY IN SEVERE TRAFFIC AREAS

Because of its extra long life and low maintenance cost, Armstrong's Heavy Gauge Linoleum is favored by architects, building owners, and others as an ideal flooring for commercial and institutional usage where extreme durability is desired in addition to pleasing appearance. Heavy Gauge is built to take constant traffic and to withstand other conditions involving severe wear. In addition, the thicker linoleum mix keyed to the burlap backing provides greater underfoot resilience and tends to hide slight unevenness in the subfloor. The fact that the colorings extend all the way through to the burlap backing of the material is an assurance that—with reasonable care and proper maintenance—Heavy Gauge linoleum patterns will retain their new appearance throughout their long life.

Typical of the heavy-traffic installations for which Heavy Gauge is essential is the Coffee Shop of New York's Hotel Pennsylvania, illustrated above. In these days of highly competitive business, however, commercial floors must be more than durable. They must also express the utmost in sales showmanship, because a floor that is outstandingly inviting in appearance can help greatly to lure customers to the point of sale. This psychology is admirably demonstrated by the color scheme and design of the Hotel Pennsylvania floor. Here, in a deep rose field, attractive silver gray Linostrips subtly guide footsteps to the counters, which are covered with Armstrong-Stedman Rubber Tile and faced with Armstrong's Monowall. The noise-absorbing ceiling is Armstrong's Corkoustic.



(Size of Blocks-6" x 6")

# No. 246 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASICACH

Design-Black and white marble effects are always suitable for residential and commercial floors. In this pleasing pattern, the popular checkerboard design is used with six-inch square blocks. Where to Use—Kitchens, bathrooms, entrance halls, dining-

rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, show-rooms, restaurants, radio stations, hospitals, schools, hotel and apartment lobbies, barber shops, theatres, candy shops, exhibits.

## Suggested Color Scheme for Theatre Lobby

Border ... No. 27
Linostrips ... Nos. 45 and 23
Linowall, Full or Dado ... No. 702
Cove and Base .. Flash Type, No. 27
Upper Wall ... Painted taupe

Trim ... Taupe with black accent
Curtain ... Rose and white
striped cotton damask
Upholstery ... Rose
Rug ... Rose

#### Suggested Color Scheme for Bank

 Border
 No. 27

 Linostrip
 No. 23

 Linowall
 No. 709

 Cove and Base
 Flash Type, No. 27

 Upper Wall
 Painted green

Trim....Black
Curtain...Striped satin
in rose, green,
white, and black
Upholstery...Dark green

(2 yards wide only)



(Size of Blocks-6" x 6")

(2 yards wide only)

# No. 247 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASDTO

**Design**—One of the most popular designs in Straight Line Inlaid is the checkerboard. In this particular checkerboard pattern the blocks are six inches square. The walnut brown marble blocks are alternated with cream units flecked with terra cotta and brown.

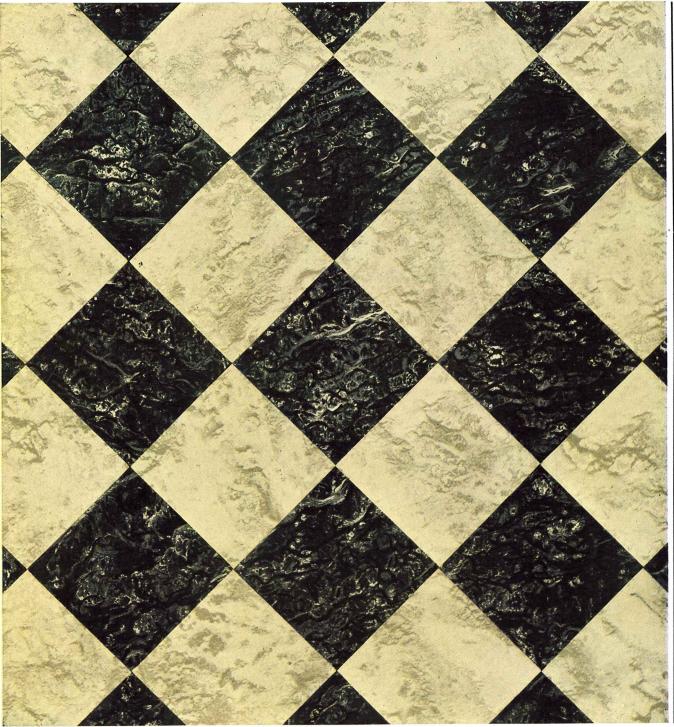
Where to Use—Bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, libraries, breakfast rooms, small stores, large stores, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, theatres.

## Suggested Color Scheme for Hotel Lobby

# Border ... No. 46 Linostrip ... No. 41 Linowall, Full or Dado ... No. 702 Cove and Base ... Flash Type, No. 46 Trim ... Taupe ... Taupe ... Blocked linen in taupe, orange, and brown Upholstery ... Orange leather Rug ... Brown

#### Suggested Color Scheme for Entrance Hall

Border	Upper WallScenic paper in slate blue and terra cotta CurtainRose silk marquisette UpholsterySlate and blue RugTerra cotta



(Size of Blocks-about 6" square)

(2 yards wide only)

# No. 356 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASIBLOZ

Design—This is a variation of the popular checkerboard design, one of the favorite designs in Straight Line Inlaid. It is made up of contrasting black and white marble blocks, six inches square. But instead of being arranged in the usual checkerboard fashion, the marbleized squares in this pattern are laid on the diagonal.

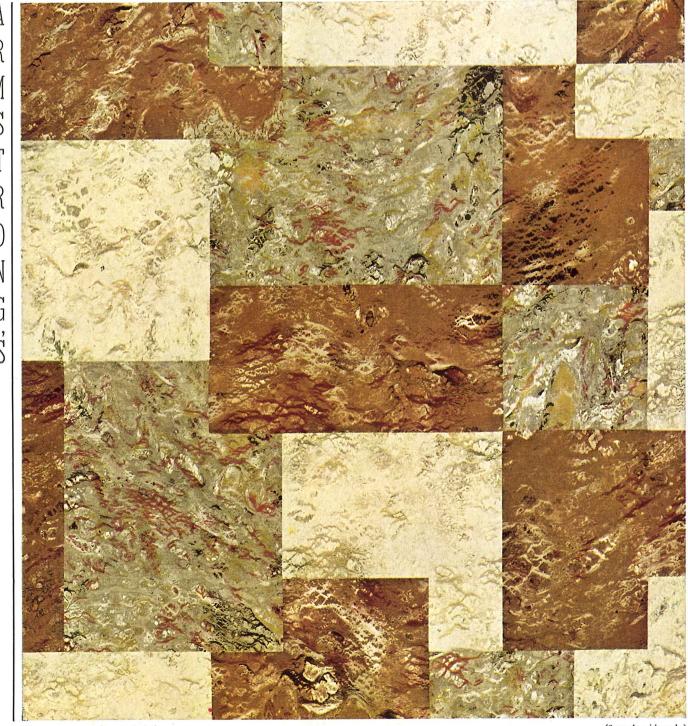
Where to Use-Kitchens, bathrooms, entrance halls, powder rooms, sun porches, libraries, dining-rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops.

#### Suggested Color Scheme for Dining-room

Curtain.....Yellow taffeta with silver braid
Upholstery. Yellow
Rug. Black

#### Suggested Color Scheme for Powder Room

Border No. 021 Trim Black with rose trim
Linowall, Dado No. 703 Curtain Rose silk
Cove and Base. Flash Type, No. 021 Upholstery Rose
Upper Wall Silver with rose design Rug Gray



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 602 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASTUC

**Design**—While the comparatively large design and restrained coloring of this pattern at first suggest its use in rooms of dignity or formality, it will be quickly discovered that the varied blended

tones may also be used in creating less conservative interiors. Where to Use—Entrance halls, sun porches, studies, recreation rooms, libraries, restaurants, large stores, beauty parlors, offices.

## Suggested Color Scheme for Study

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#### Suggested Color Scheme for Restaurant

Border	Upper WallRed paper
Linowall, Dado	Chinese design
Cove and Base . Flash Type, No. 46	CurtainBrown moire
TrimWalnut	Upholstery Red velvet



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 660 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASELM

**Design**—Nature's colors are always pleasing. Here, green and brown are combined in a fresh, crisp pattern which will make a room seem more cheerful and sunny. The streamlined simplicity of its design harmonizes with informal, modern interiors, whether

they are large or small. For business or residential installations. Where to Use—Kitchens, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, showrooms, restaurants, hospitals, barber shops, corridors, banks, cocktail lounges.

## Suggested Color Scheme for Sun Porch

Border ... No. 27
Linostrip ... No. 42
Linowall, Full or Dado ... No. 737
Cove and Base ... Flash Type, No. 27
Upper Wall ... Light green

No. 27
Trim ... Ivory with green accent
Curtain ... Heavy texture in
yellow with green stripe
Upholstery ... Green
Rug ... Green or tan

## Suggested Color Scheme for Automobile Showroom

Border ... No. 46 Linostrips ... Nos. 42 and 20 Linowall, Full or Dado ... No. 735 Cove and Base .. Flash Type, No. 46 Upper Wall ... Green 

No. 670 Straight Line Inlaid—Heavy (1/8") Gauge

(2 yards wide only)

Code Word: ASLEW

**Design**—The serviceable marbled field of this open ground overlay pattern glows warmly with coral tints, while tan, green, and coral accents suggest a number of schemes for room decoration.

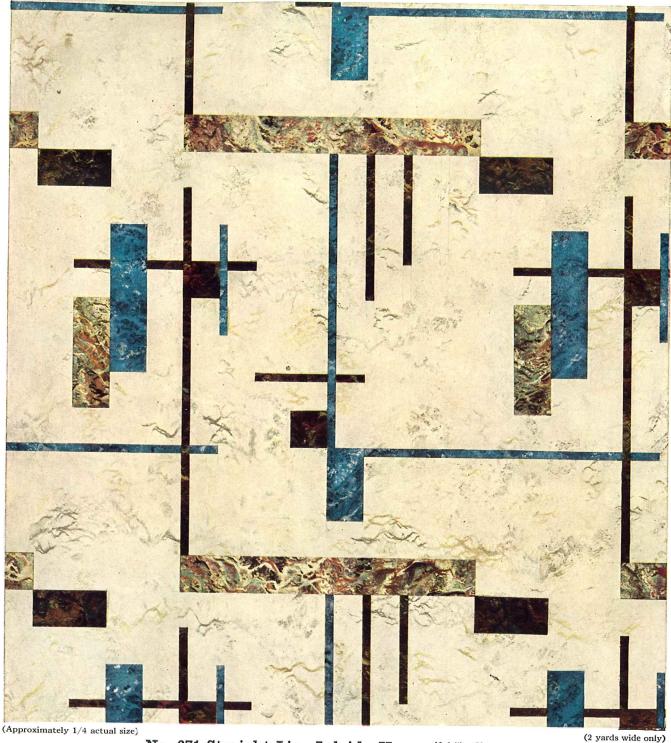
Open ground designs tend to create spaciousness in small rooms. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, showrooms.

## Suggested Color Scheme for Breakfast Room

Border	Upper Wall Tan paper with design in taupe
Linowall, Dado No. 738	TrimLight tar
Cove and BaseFlash Type, No. 21	CurtainGreen silk

#### Suggested Color Scheme for Kitchen

Border.																N	o.	. 1	28
Linostri	р							į.	į,	÷						N	o.		44
Linowal	i, F	u	11	c	)[	I	);	10	de	О					r	Vo.		7.	37
Upper V	Val	1.								F	2	i	n	t	e	d i	iv	o	ΓV



No. 671 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASLOB

Design—Many small, dark rooms seem larger and better lighted when a wisely selected floor is installed. This pattern happily combines an open, spacious design, brightened by indigo and

jewel colors, with an unusually light but practical marbled background which effectively conceals footprints and tracked-in dirt. Where to Use—Kitchens, bathrooms, breakfast rooms, stores.

#### Suggested Color Scheme for Kitchen

#### Suggested Color Scheme for Breakfast Room

Trim....Light blue with ivory trim Curtain.....Dimity, white with flower print



(Approximately 1/4 actual size)

# No. 673 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASLNO

**Design**—Rooms in homes or business establishments may be given a sense of spaciousness and modern freshness by the open ground overlay design and the light coloring of this pattern. The white background is softened by attractive marbling which has

the practical advantage of hiding footprints and tracked-in dirt. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, beauty parlors, barber shops, powder rooms, grocery stores, delicatessens, tea rooms, butcher shops, florist shops, libraries.

#### Suggested Color Scheme for Powder Room

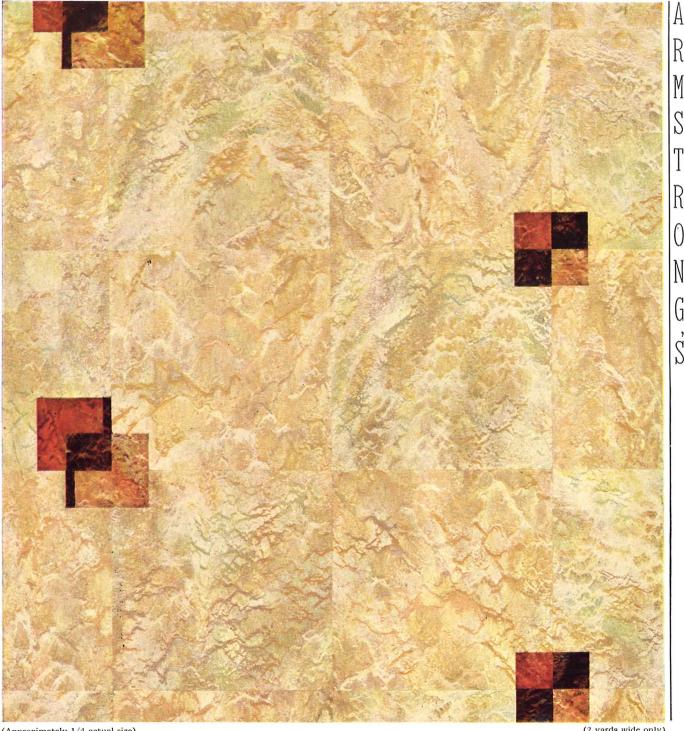
Border ... No. 27
Linostrips ... Nos. 23 and 26
Linowall, Dado ... No. 703
Cove and Base . Flash Type, No. 27

Upper Wall....Silver, white paper Trim....Silver—red trim Curtain...Red oiled silk Upholstery...Red

#### Suggested Color Scheme for Beauty Shop

Border ... No. 27
Linowall, Dado . . . . No. 704
Cove and Base . Flash Type, No. 27
Upper Wall . Modern, white ribbon

Trim. White
Curtain. White organdy
Upholstery. Black
Rug. Black



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 680 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASHLO

**Design**—This new design features a crisp, distinct graining of the nine-inch marbled background blocks and bright, custom-type accents. The light pastel coloring of this pattern is espe-

cially suitable for residential work as well as for commercial areas. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, small stores, hotel lobbies, showrooms, exhibits.

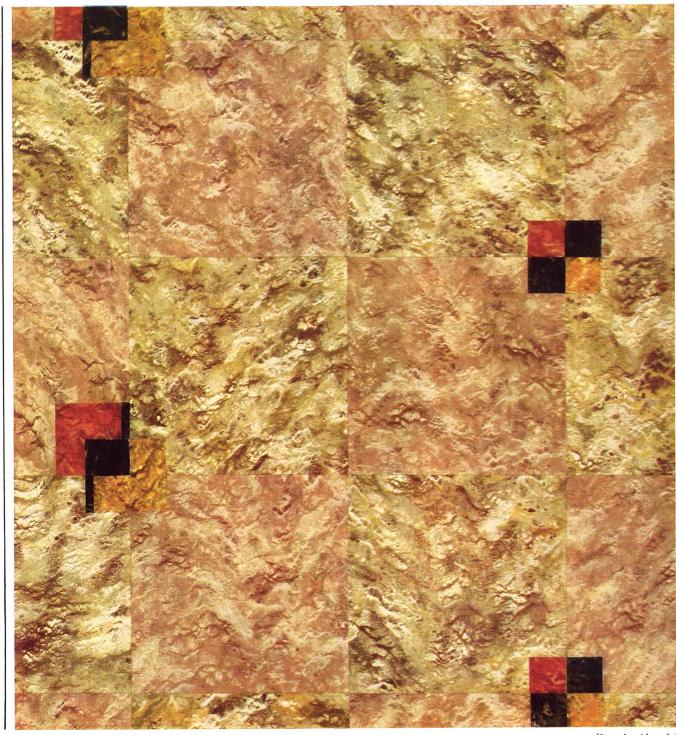
#### Suggested Color Scheme for Candy Shop

Border ... ... No. 46 Linowall, Full or Dado ... No. 705 Cove and Base . Flash Type, No. 46 Upper Wall ... . Painted rose-tint 

#### Suggested Color Scheme for Lobby

Border	Upper Wall No. 737
Linostrip	TrimIvory
Linowall, Dado No. 710	Curtain Green damask
Cove and Base. Flash Type, No. 017	Upholstery Ivory leather

A S R G



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 682 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASHIN

Design-Rich earth tones veined with sienna and Venetian red make this pattern suitable for formal rooms and areas, although the warmth in its alternating 9-inch background blocks is widely adaptable. The design features the new, crisp marble graining.

Where to Use-Entrance halls, dining-rooms, sun porches, recreation rooms, libraries, small stores, large stores, offices, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and theatre lobbies, airport terminals.

## Suggested Color Scheme for Hotel Dining-room

#### Suggested Color Scheme for Theatre Lobby

Border	No. 46
Linostrips	.Nos. 45 and 25
Linowall, Full	No. 706
Cove and Base. Fla	sh Type, No. 46
Trim	Buff

Curtain	. Blocked	linen in blue
buff,	terra co	tta, and gree
Upholstery		Terra cott
Rug		Terra cott

Border		 		No. 4
Linostrip.		 		. No. 3
Linowall,				
Cove and				
Core and	Duoc.	 14011	- J P	, 1.0

Ceiling	Chinese red
Trim	
CurtainM	odern in Chinese red
Upholstery	. Chinese red leather
Rug	Chinese red



(Approximately 1/4 actual size)

## No. 683 Straight Line Inlaid—Heavy (1/8") Gauge Code Word: ASHBY

Design—A nine-inch marble block pattern in a deep travertine coloring similar to No. 09 Marbelle. Added interest is given to the design by the simplified inset blocks in brown, onyx, and burnt umber. This wide open ground effect creates almost the appearance of a custom floor in a coloring that will prove to be

equally effective in commercial or residential installations. Where to Use—Entrance halls, dining-rooms, libraries, small stores, large stores, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, drug stores.

#### Suggested Color Scheme for Office

Border	Upper Wall
Linostrip	Curtain
Linowall, Full or Dado No. 735	
Cove and Base. Flash Type, No. 46	Upholstery Gr
TrimPine	Rug

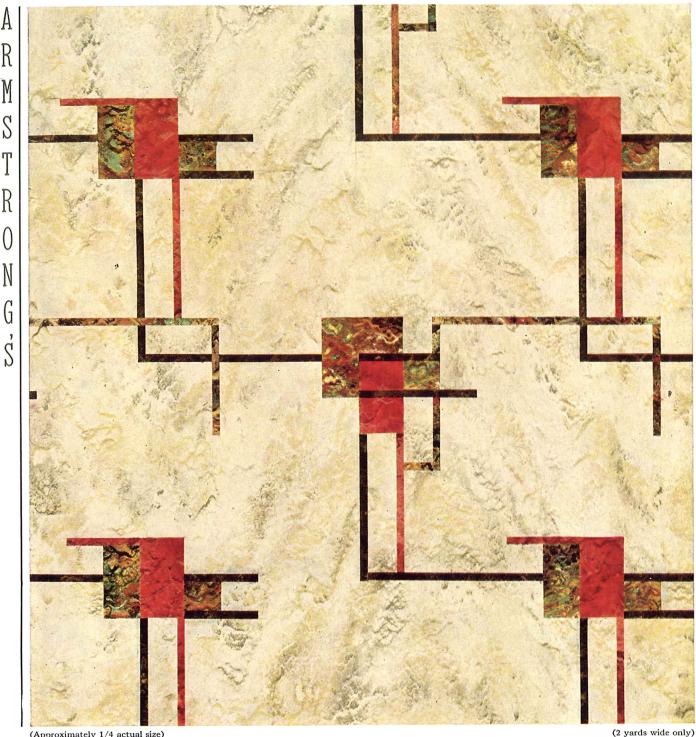
JOHOHNO ZOL GILLOS	•
Upper Wall	. Gray-green paper
Curtain	Green fabric in
	basket weave
	en or brown leather
Rug	Dark green

## Suggested Color Scheme for Hotel Lobby

Border														. No	١.	27
Linostrip.														No	).	42
Linowall,	Fi	111	١.										. ]	No.	7	09
Cove and	B	as	e.	F	1	a	sl	h	7	1	y	p	e,	No	٥.	27
Trim										(	2	Гб	a	m	ZΓ	av

Curtain	Multicolored
Upholstery	Black, fawn
	or green
Rug	Black

R



(Approximately 1/4 actual size)

# No. 690 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASHMU

Design—Polychromatic accent blocks and lines, with scarlet and burnt umber predominating, combine with the semi-open ivory ground of this overlay tracery design to produce a feeling of warmth. Hence, in addition to its general utility, this distinctive pattern serves admirably in rooms having only northern exposure.

Where to Use-Kitchens, entrance halls, living-rooms, diningrooms, recreation rooms, libraries, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, banks, showrooms, restaurants, radio stations, hospitals, schools, hotel and apartment lobbies, airport terminals, theatres, barber shops, studies.

#### Suggested Color Scheme for Kitchen

Upper Wall .... Ivy design paper Trim .... Ivory, red accent Curtain ... Green check chintz Upholstery ... Same as curtain 
 Border
 No. 21

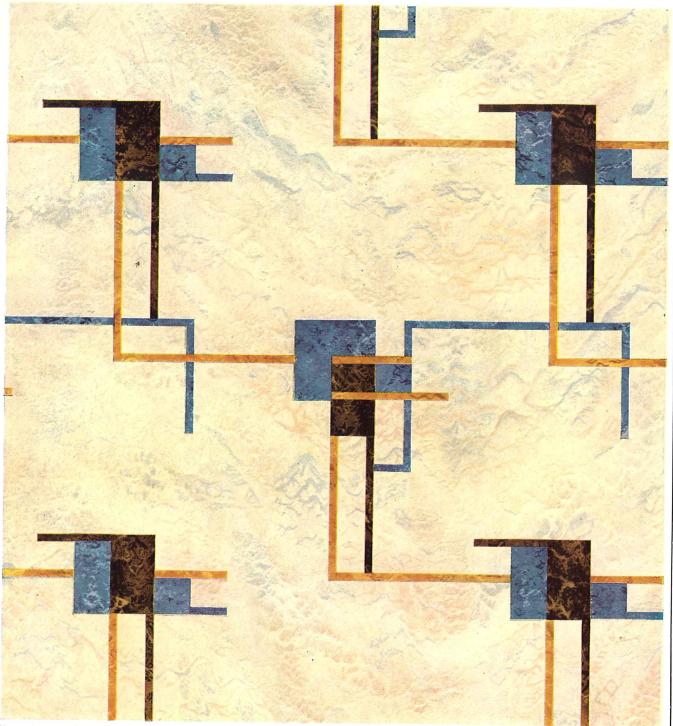
 Linostrip
 No. 23

 Linowall, Full or Dado
 No. 737

 Cove and Base
 Flash Type, No. 21

#### Suggested Color Scheme for Barber Shop

Border No. 20 Linostrip No. 39 Linowall, Full or Dado No. 735 Cove and Bose . Elosh Type No. 20	Upper Wall Painted buff Trim Pine, red accent Curtain Red check oiled silk Upbelstery Red leather
Cove and Base. Flash Type, No. 20	UpholsteryRed leather



(Approximately 1/4 actual size)

No. 691 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASHRS

for a variety of Where to Use—Kitchens, rooms, breakfast rooms, r

Design—This mother-of-pearl field sets the stage for a variety of clever pink and blue color schemes to be carried out in soft pastels. In pleasant contrast to the background color, the azure blue, burnt umber, and gold overlay add a distinction that enables this pleasing pattern to keep any room from being dull, prosaic.

Where to Use—Kitchens, bathrooms, dining-rooms, recreation rooms, breakfast rooms, rear entries, small and large stores, beauty parlors, banks, showrooms, restaurants, radio stations, hospitals, schools, hotel and apartment lobbies, barber shops, airrort terminals, theatres, offices, night clubs, clubhouses, exhibits.

#### Suggested Color Scheme for Breakfast Room

Border	
Linostrip	9
Linowall, Full or Dado No. 70.	5
Cove and Base. Flash Type, No. 2	0

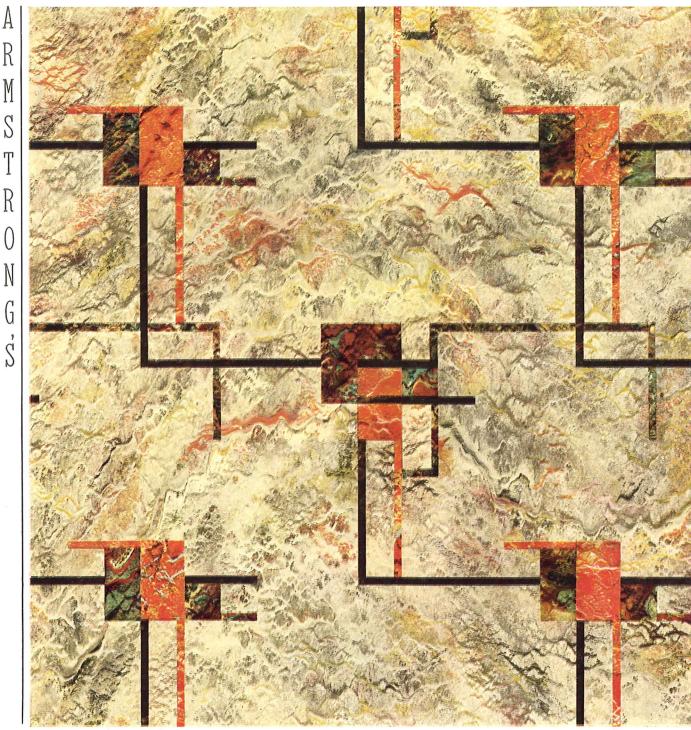
and the same of th
Upper WallPink and white paper
Trim Light pink, brown accent
CurtainBrown oiled silk
UpholsteryBrown

#### Suggested Color Scheme for Bathroom

Border															. 1	No		29
Linostrip																No		24
Linowall,	$\mathbf{F}_{1}$	ıll		01		$\Gamma$	):	10	10	2					N	0	7	31
Cove and	B	as	e.		F	1	a	S	h	1	Г	y	p	e		No		29

Upper Wall Morning glory	pape
TrimLight blue, pink CurtainBlue o	accen
Upholstery	Pinl

(2 yards wide only)



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 692 Straight Line Inlaid—Heavy ( $\frac{1}{8}$ ") Gauge

Code Word: ASHWO

Design—This pattern is a pleasing version of a new design which boasts practical beauty, since it conceals footprints. The orange, black, and polychrome lines and blocks seem to reflect some of their color in the onyx field, adding a richness to the whole effect.

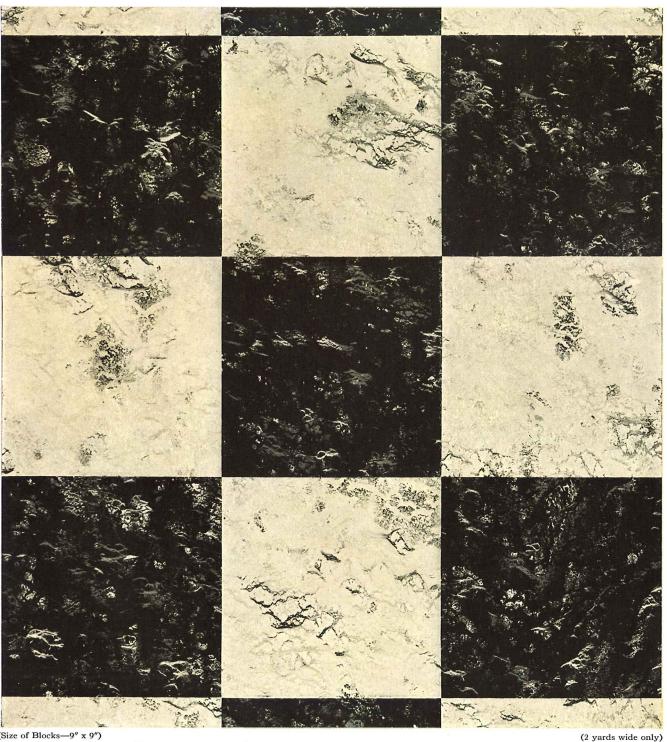
Where to Use—Kitchens, bathrooms, dining-rooms, libraries, breakfast rooms, small and large stores, offices, banks, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, airport terminals, hotel and apartment lobbies, theatres, coffee shops.

#### Suggested Color Scheme for Coffee Shop

#### Suggested Color Scheme for Dining-room

Border ... No. 46
Linostrips ... Nos. 45 and 20
Linowall, Full or Dado ... No. 737
Cove and Base .. Flash Type, No. 46
Trim ... Ivory

Upper Wall...Modern fruit design
paper in tan and green
Curtain...Modern chintz in
brown and white
Upholstery...Brown or green



(Size of Blocks-9" x 9")

No. 13020 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: DAIBULV

**Design**—The dignity of Old World marble makes this pattern especially suitable where an atmosphere of formality is desired. Deeply grained, it is practical from the standpoint of concealing footprints and tracked-in dirt, yet characteristically easy to clean.

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, banks, restaurants, clubhouses, hospitals, barber shops, theatres, radio stations, churches.

#### Suggested Color Scheme for Bathroom

Border         No. 27           Linostrip         No. 48           Linowall         No. 734           Cove and Base. Flash Type, No. 27	WallGray paper with white do and yellow and white spray TrimWhite with yellow strip CurtainWhite organd Rug. Yello

#### Suggested Color Scheme for Drug Store

Border	No. 021
Linostrip	
Linowall	No. 704
Trim	
	chromium trim

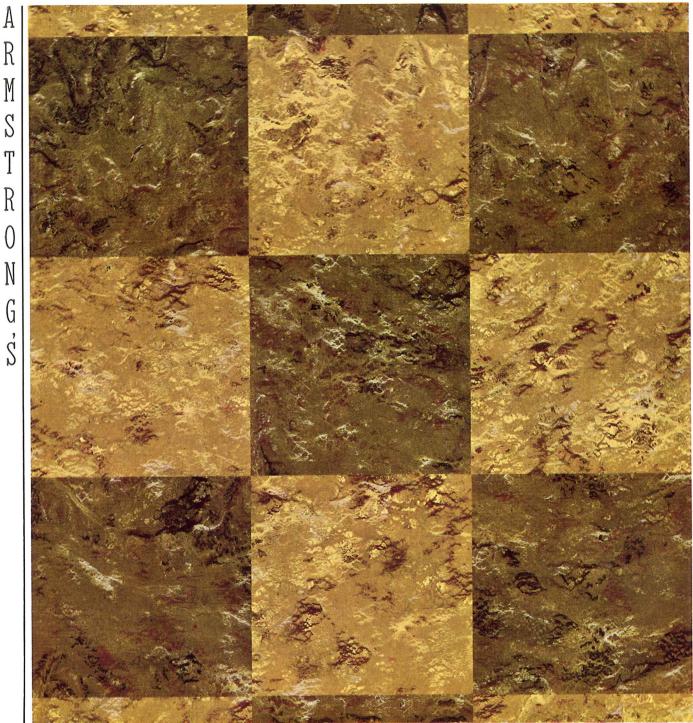
Cove and Base..Flash Type, No. 021
Curtain....White sheer material
with stripes of cellophane
Wall....Deep rose paper with
white pin dots

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(Size of Blocks 9" x 9")

# No. 13022 Straight Line Inlaid—Heavy $(\frac{1}{8}")$ Gauge

(2 yards wide only)

Code Word: ASWOC

**Design**—Close harmony of warm brown tones, ranging from golden tan to rich chocolate, prevents the comparatively large tile design from making rooms appear small. Thus, this conservative, dignified pattern may be used for both large and small areas.

Where to Use—Bathrooms, entrance halls, living-rooms, dining-rooms, studies, sun porches, large stores, beauty parlors, offices, banks, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, barber shops.

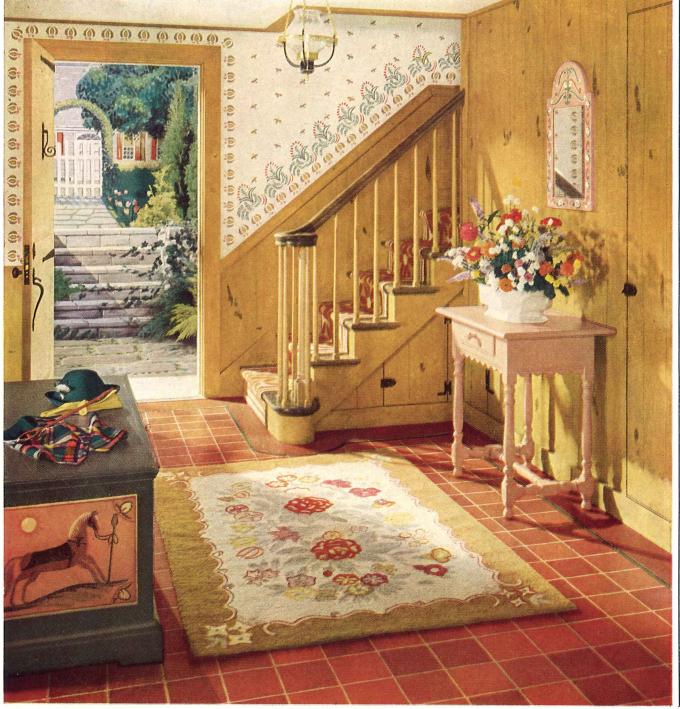
#### Suggested Color Scheme for Sun Porch

Border No. 46 Cove and Base Natural pine
Linostrip No. 48 Trim Natural pine
Linowall No. 735 Curtain Printed linen—yellow
and brown

## Suggested Color Scheme for Office

Border														No	١.	20
Linostrip.														No	٠.	42
Cove and																
Linowall,	F	ul	1	(	1	Γ	) 2	1	de	O			ľ	Vo.	7	10

Wall ........Light green
Trim ......Tan
Curtain ... Tan and brown brocade



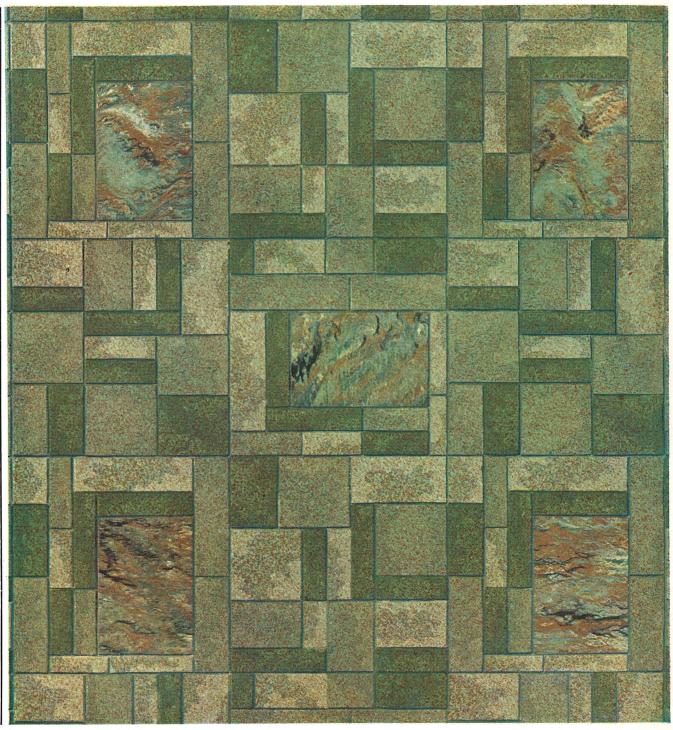
## MEDIUM GAUGE EMBOSSED INLAID LINOLEUM IS FINE FLOORING FOR MANY AREAS AT PRICE WELL WITHIN AVERAGE BUDGET

This inviting entrance hall is typical of the many areas in a home where the smart designs and good wearing qualities of Medium Embossed are desirable. Here the warm brick tones of Pattern 3350 add graciousness and warmth to a hospitable hall.

Providing a combination of durability, excellent coloring, and moderate cost, Armstrong's Medium Gauge Embossed Inlaid Linoleum is a popular mate-

rial wherever fine floors are desired at a price that is well within the average purchaser's budget. Multiplane Embossing, an exclusive Armstrong feature, is introduced this year in the Medium Gauge.

The assortment of patterns includes designs suitable for every room of a residence, as well as for stores, offices, and school and hospital areas where traffic is not so severe as to require heavier gauges of material. u



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 3280 Embossed Inlaid—Medium Gauge

Code Word: BEPXI

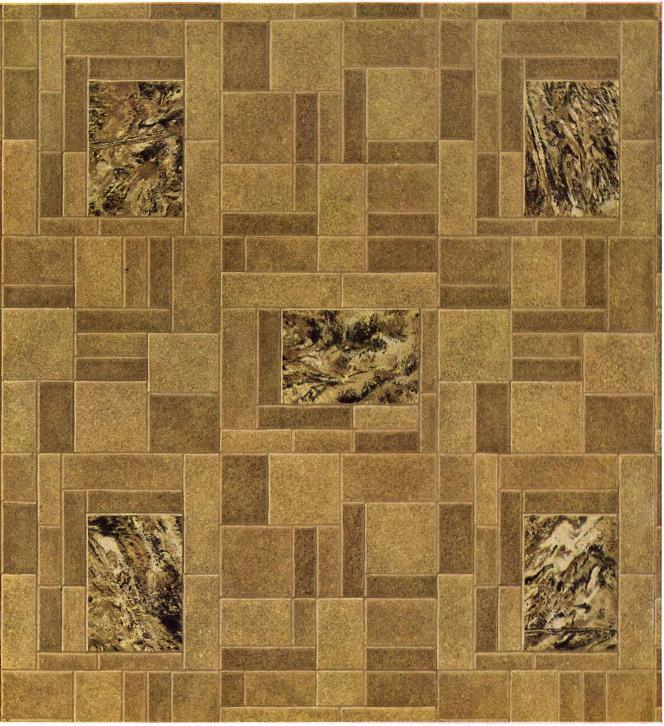
Design—Rooms on the sunny side of homes or buildings generally call for cool floor patterns. Here soft tones of green suggest color schemes in green or gray, although the underlying tints permit the advantageous use of light tan or sandstone treatments. The casually placed marbled blocks add to the impression of depth. Where to Use-Kitchens, bathrooms, entrance halls, diningrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, offices, restaurants, clubhouses.

#### Suggested Color Scheme for Bathroom

# Suggested Color Scheme for Sun Porch

Trim Semi-lustre cream
Curtain Chintz in yellow,
fawn, and brown on jade
Upholstery Yellow
Rug Fawn

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM-MEDIUM



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 3281 Embossed Inlaid—Medium Gauge

Code Word: BEPYF

Design—Mellow blending of brown tones creates this quiet, conservative pattern upon which almost any decorative scheme may be built. The design is given depth by the occasional inset blocks

of darker marbled shades, as well as by the embossed interliners. Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, small stores, offices.

## Suggested Color Scheme for Library

Border No. 46
Linostrip No. 43
Linowall No. 735
Cove and Base Wood Trim Walnut

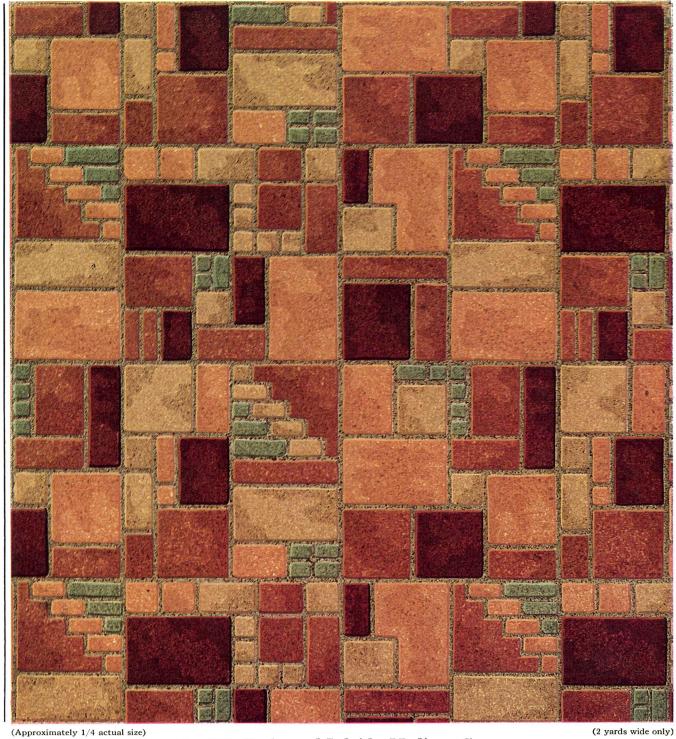
Trim Walnut
Curtain Hand blocked linen in
red, brown, and yellow on blue
Upholstery Blue and red
Rug Blue

#### Suggested Color Scheme for Living-room

Border
Cove and Base. Flash Type, No. 20
WallDark green paper with
white medallions
TrimCream gray

Curtain	Copper and green
	rough texture material
Upholstery	
D	Copper brown





# No. 3290 Embossed Inlaid—Medium Gauge

Code Word: BERAL

Design-Warm tones make this embossed pattern especially suitable for rooms on the cold side of the house, although it is equally attractive when used in sunny rooms. Terra cotta, strawberry, green, and tan are closely blended in the irregular design. Where to Use-Kitchens, sun porches, breakfast rooms, rear entries, bathrooms, recreation rooms, small stores, coffee shops.

#### Suggested Color Scheme for Breakfast Room

Border ... No. 25
Linowall, Full or Dado ... No. 753
Wall ... Paper—strawberry design
Trim ... White and red

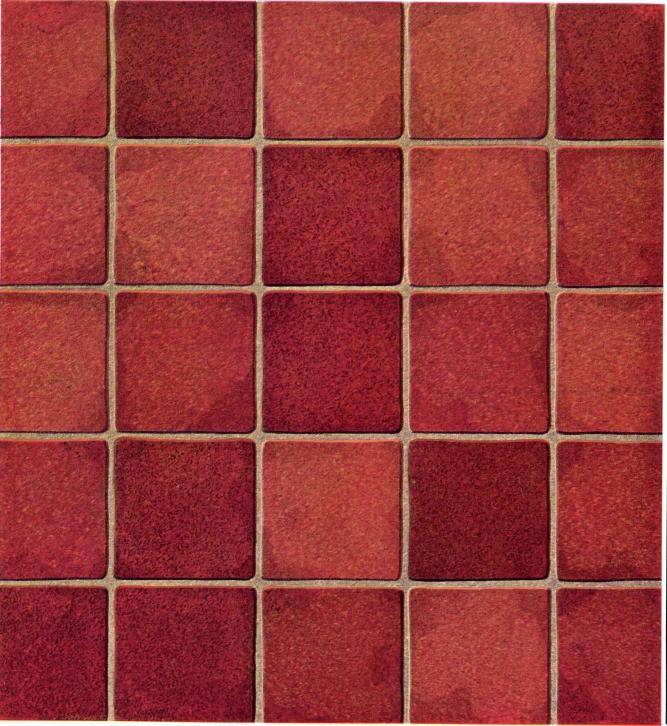
Curtain....White organdy cross barred in green Upholstery...Red leather Rug...Terra cotta

#### Suggested Color Scheme for Sun Porch

Border No. 25 Linowall, Full or Dado No. 735 Upper Wall Green paint Trim Pine

Curtain.....Printed linen in tan, terra cotta, and green Upholstery. Terra cotta and green Rug.....Tan

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM — MEDIUM



(Size of Blocks-6" x 6")

# No. 3350 Embossed Inlaid—Medium Gauge

Code Word: BEAWY

**Design**—The rich, natural tile coloring of this clean-cut pattern by no means limits its applications. Terra cotta is a basic color in decoration, and will give warmth and life to a wide variety of interiors, whether they are for business or for private residences.

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, stores, offices, restaurants, clubhouses, schools, hotel and apartment lobbies, churches.

#### Suggested Color Scheme for Office

Trim......Sage
Curtain....Natural linen printed
in tan, rose, and terra cotta
Upholstery....Terra cotta
Rug....Sage green

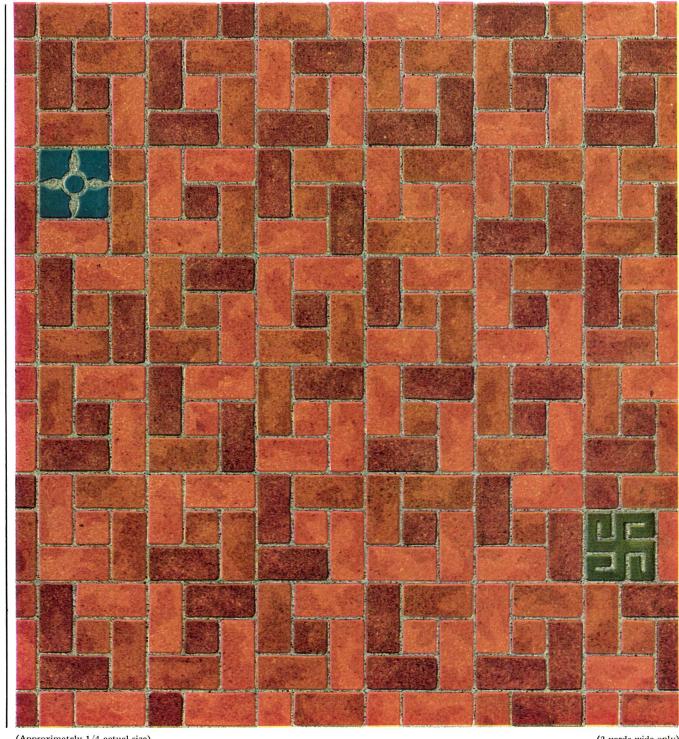
#### Suggested Color Scheme for Sun Porch

Border			No. 25
Linostrip			No. 26
Linowall		11	No. 732
Cove and Base.	. Flash	Type,	No. 25
Upper Wall		Pea	rl grav

Trim.....Platinum accented with canary yellow Curtain....Linen damask in gold Upholstery...Light gray or yellow Rug.....Light gray

(2 yards wide only)

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM — MEDIUM



(Approximately 1/4 actual size)

u

S

(2 yards wide only)

# No. 3361 Embossed Inlaid—Medium Gauge

Code Word: BEIGA

Design-Used as often for warm contrast as for harmony with richly colored furnishings, this clean-cut, three dimensional pattern is always a smart choice. Shaded blocks of terra cotta, interlined with gray, are accented by random blocks of bright, variously

colored geometric designs. Rounded embossing is easy to keep clean. Where to Use-Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, offices, clubhouses, barber shops, tourist cabins, exhibits.

#### Suggested Color Scheme for Small Shop

 
 Border
 No. 25

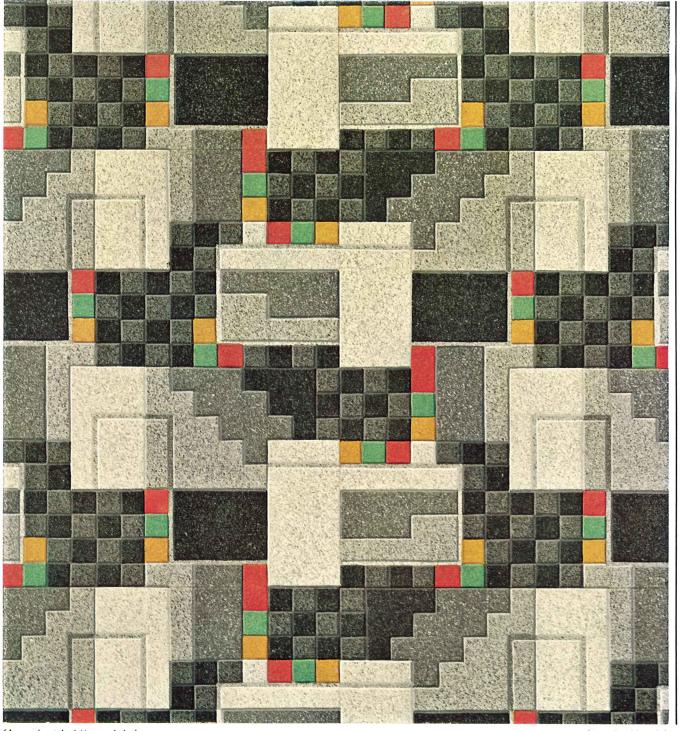
 Linostrip
 No. 24

 Linowall
 No. 732

 Cove and Base. Flash Type, No. 25
 Trim......Platinum with
terra cotta accent
Curtain.....Green Revolite
Upholstery......Green

## Suggested Color Scheme for Kitchen

Border No. 25 Upper Wall Pale blue paint
Linostrip No. 43 Trim Pale blue and green
Linowall, Full or Dado No. 751
Cove and Base Flash Type, No. 25 green, and terra cotta



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 3381 Embossed Inlaid—Medium Gauge

Code Word: BECOD

Design—Here's a jolly tile design which will add the needed touch to many a room. Red, green, or yellow for the walls or furnishings will tie in nicely with the color accents. Armstrong

streamlined embossing prevents dirt from catching or sticking. Where to Use—Kitchens, breakfast rooms, rear entries, barber shops, tourist cabins, tea rooms, game rooms, gift shops, bathrooms.

### Suggested Color Scheme for Kitchen

 Border
 No. 27
 Up

 Linostrips
 Nos. 39 and 23

 Linowall, Dado
 No. 752
 Tri

 Cove and Base
 Flash Type, No. 27
 Cu

### Suggested Color Scheme for Bathroom

Border ... ... No. 27
Linostrips ... ... Nos. 22 and 48
Linowall, Dado ... ... No. 750
Cove and Base .. Flash Type, No. 27

Upper Wall ..... Gray and white striped paper
Trim ..... Gray—yellow trim
Curtain .... Yellow organdy



(Approximately 1/4 actual size)

## No. 3390 Embossed Inlaid—Medium Gauge

Code Word: BEWAF

Design—A strictly modern design treatment characterizes this cool, shaded tile pattern. Diagonal bars of blended jade greens and groupings of gold, black, mandarin red, and orange brighten the textured open field of gray. These popular colors may be

repeated in any one of a number of attractive decorative schemes. Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, restaurants, men's shops, coffee shops, hobby rooms, cocktail lounges, tea rooms.

#### Suggested Color Scheme for Kitchen

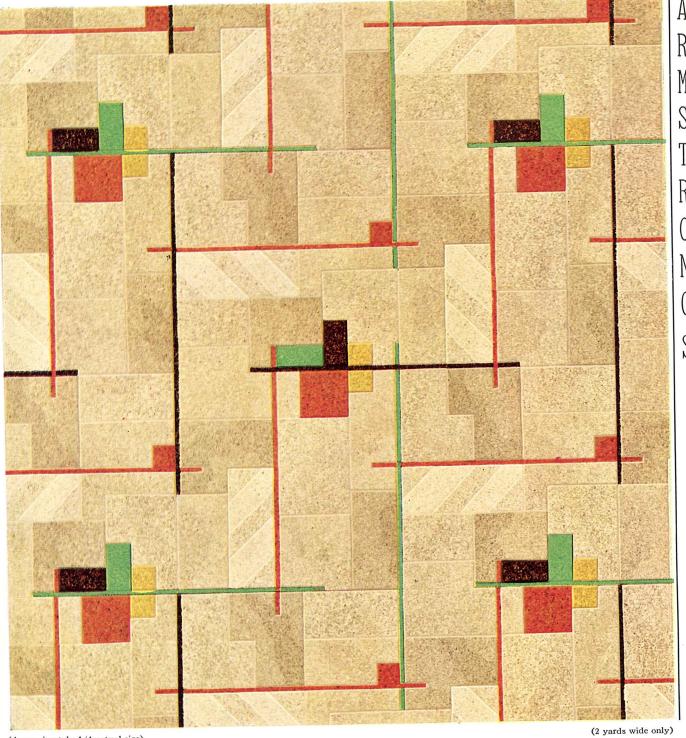
Border
Linostrip
Cove and Base. Flash Type, No. 46

Trim...Ivory, green, mandarin red Upper Wall. Leafdesignin fawn, green Curtain....Natural color organdy Upholstery......Green

#### Suggested Color Scheme for Restaurant

Border	j
Linostrips Nos. 48 and 39	
Linowall, Full or Dado No. 737	1
Cove and Base. Flash Type, No. 46	į

Upper Wall......Painted gray Trim.....Platinum with Chinese red and yellow accent Curtain..Chintz in red, tan, yellow



(Approximately 1/4 actual size)

# No. 3392 Embossed Inlaid—Medium Gauge

Code Word: BEWIT

**Design**—Floor patterns may be used either to harmonize or to blend with room furnishings and trim. This one, light in color and softly textured, will serve either purpose equally well, depending

upon whether the room has subdued or strong decorative treatment. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, tourist cabins, coffee shops.

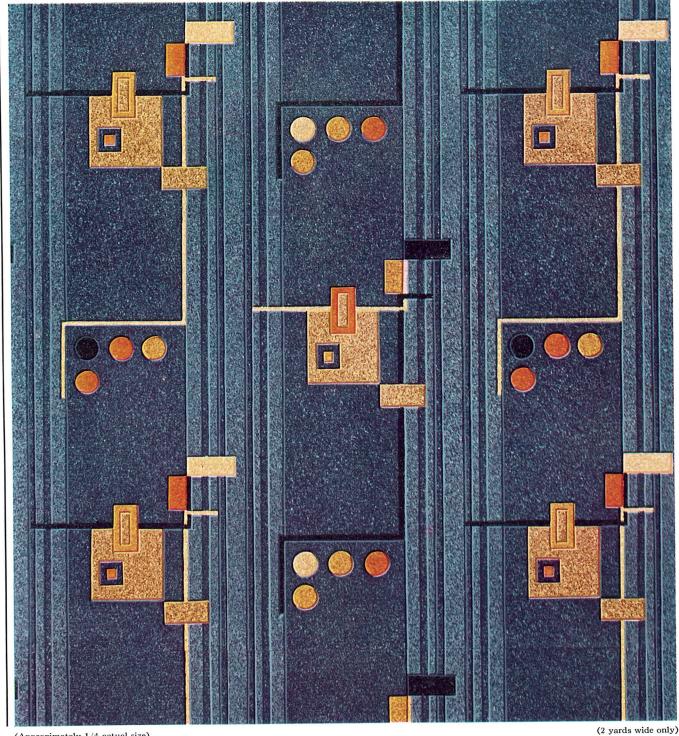
### Suggested Color Scheme for Kitchen

buggested Color be	,
Border No. 46 Linostrip No. 41 Linowall , Dado No. 750 Cove and Base . Flash Type, No. 46 Upholstery Brown	Upper Wall Plaid ribbon paper, yellow, orange, and brown Trim Brown Curtain Brown organdy

Border	No. 42
Linowall, D	oado
Cove and B	lase. Flash Type, No. 42
Upper Wall	Green pin-dot paper
Trim	

Curtain	Hand blocked linen-
Curtam	natural background
	brown and green design
Upholstery	Rough brown fabric
Rug	Green

R Ś



(Approximately 1/4 actual size)

# No. 3401 Embossed Inlaid—Medium Gauge

Code Word: BEAMU

Design—Strongly directional, two-tone embossing features this fine royal blue pattern. The contrasting French blue bands, like all Armstrong embossing, have rounded contours to prevent dirt

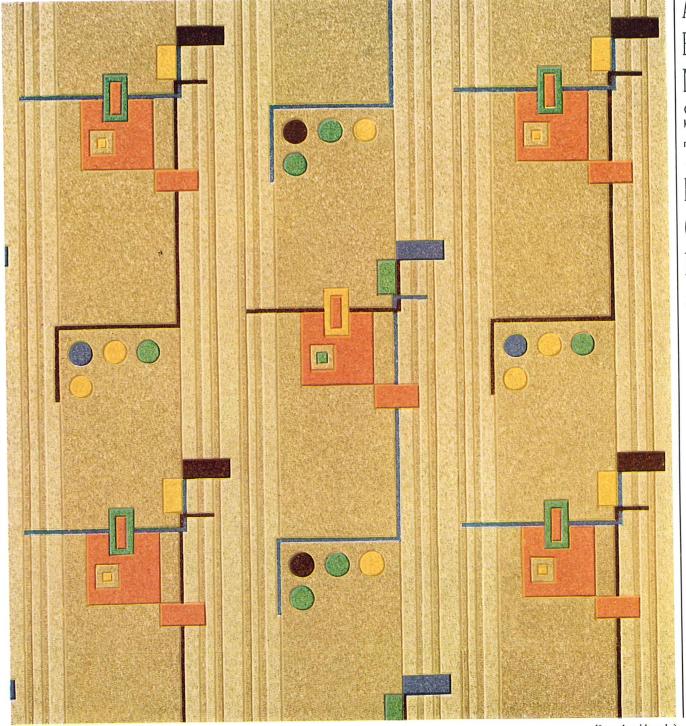
catching. Superimposed accents give wide decorative possibilities. Where to Use—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, beauty parlors, coffee shops, tea rooms.

### Suggested Color Scheme for Kitchen

Upper Wall .......Blue paint Trim......Blue—Chinese red Curtain....Dimity, red, blue, and yellow flowers

### Suggested Color Scheme for Recreation Room

BorderNo LinostripNo Cove and BaseFlash Type, No WallFawn p	o. 45 o. 29	TrimSame as walls CurtainGlazed chintz—blue, red, and white design UpholsteryChinese red



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 3402 Embossed Inlaid—Medium Gauge

Code Word: BEATH

**Design**—Pastel shades combine to give this pattern a feeling of sunny cheerfulness, while the broad bands of two-tone embossing can be used to make rooms appear wider or longer than they really

are. The modernistic figures will repeat decorative highlights. Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, lunch rooms, men's shops.

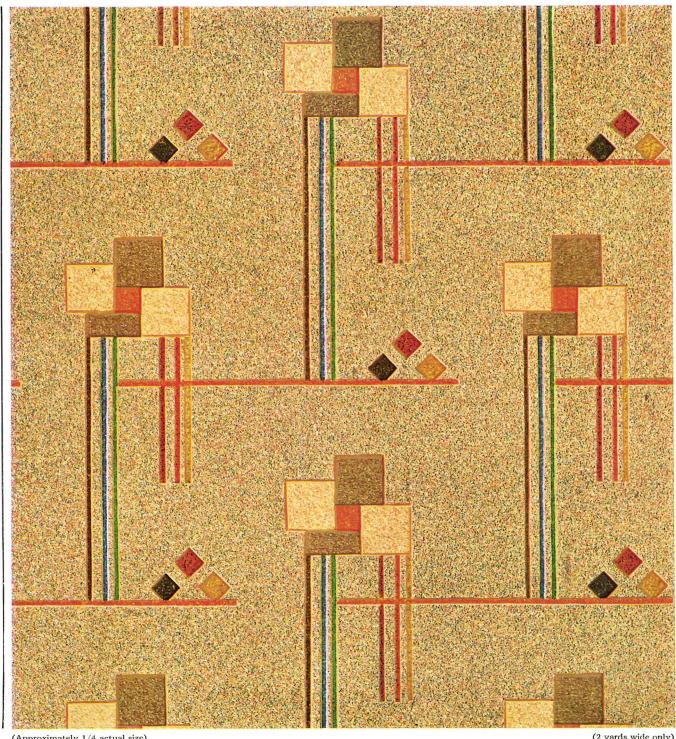
### Suggested Color Scheme for Bathroom

Buggested Color Ber	icino tor Buchi com
Border         No. 46           Linostrip         No. 29           Linowall, Dado         No. 734           Cove and Base. Flash Type, No. 46	Upper Wall Yellow Trim Brown Curtain Natural oiled silk Rug Yellow

### Suggested Color Scheme for Recreation Room

E alegonora	
Border No. 20 Linostrip No. 41 Linowall to Ceiling Pine, No. 735 Cove and Base Natural pine	TrimNatural pine CurtainNatural color voile multicolor dots UpholsteryOrange leather
Cove and Base Natural pine	

u S



(Approximately 1/4 actual size)

### (2 yards wide only)

# No. 3410 Embossed Inlaid—Medium Gauge

Code Word: BEGAN

Design—Decidedly in step with the current vogue toward Swedish modern decoration and furnishings, wherein brilliant color plays a prominent part, this pattern will be found widely useful. Combining the popular overlay effect with a sandstone

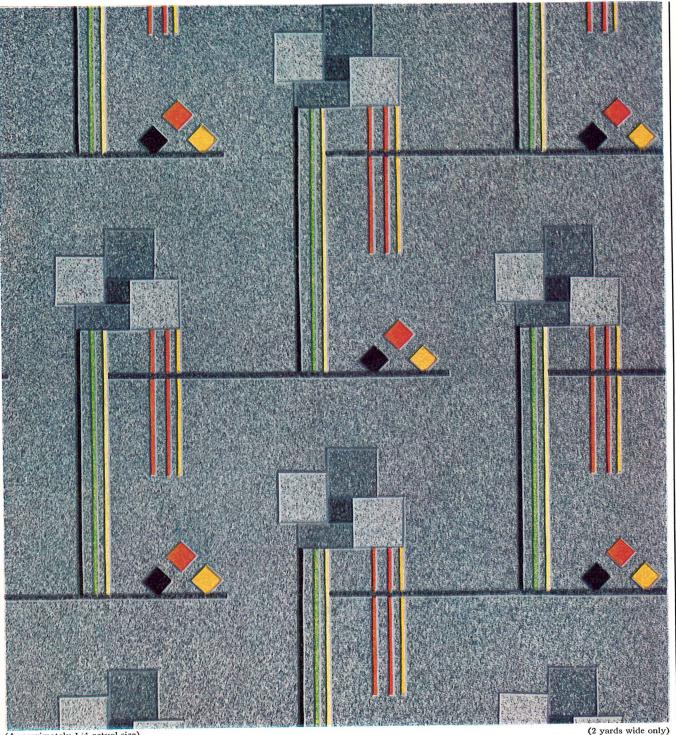
ground that is easy to keep clean, No. 3410 has strong appeal. Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, exhibits, tourist cabins, haberdasheries, sandwich shops, coffee shops.

#### Suggested Color Scheme for Recreation Room

#### Suggested Color Scheme for Breakfast Room

Border				<b>N</b> o. 46
				No. 39
				No. 735
Cove and	Base	eF	lash Ty	pe, No. 46

Upper Wall	. Painted Chinese red
Trim	Pine-red accent
Upholstery	Red leather
Curtain	.Brown blocked liner



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 3412 Embossed Inlaid—Medium Gauge

Code Word: BEGOT

Design-Combined in this pattern are two very appealing linoleum style features—a Swedish modern design and a light tint of the popular royal blue coloring. Other shades of royal blue are seen in the shaded inset blocks. Small accent strips and blocks of gold, orange, green, and dark blue complete the picture. Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, clubhouses, tourist cabins, sandwich shops, and wallpaper stores.

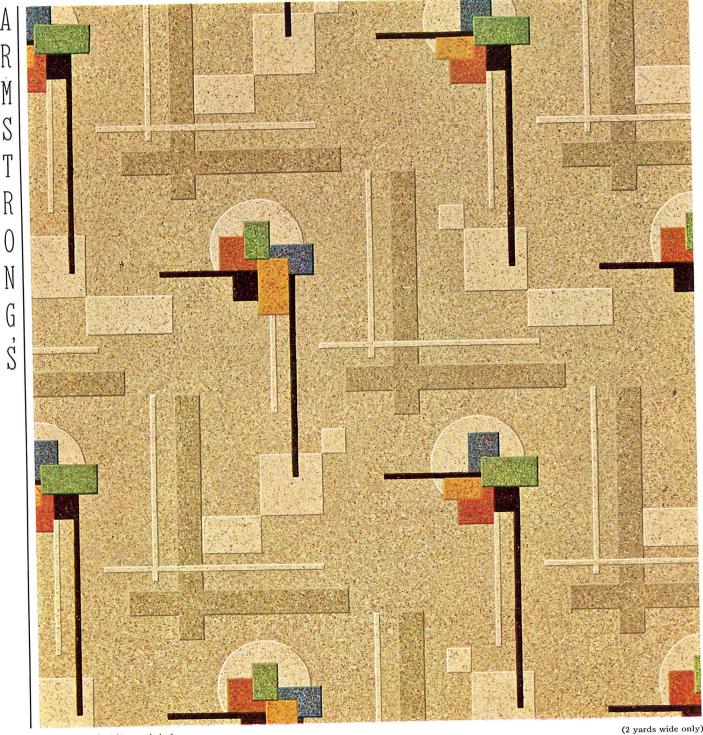
### Suggested Color Scheme for Kitchen

Upper Wall Painted blue Trim Cream Curtain Printed dimity Upholstery Dark blue Border ... No. 30
Linostrip ... No. 41
Linowall, Full or Dado ... No. 737
Cove and Base .. Flash Type, No. 30

### Suggested Color Scheme for Recreation Room

Border	No. 30
Linostrips	Nos. 33 and 23
Cove and Base	Flash Type, No. 30
TrimCr	eam and chartreuse

Wall......Chartreuse and white zodiac figured paper Curtain.....Blue, white stars Upholstery.....Dark blue



(Approximately 1/4 actual size)

# No. 3420 Embossed Inlaid—Medium Gauge

Code Word: BEDNY

**Design**—This pattern introduces a novel note with its unusual field of variegated sandstone. Ivory discs, accent blocks of green, blue, gold, and red, and unusual light and dark shadow effects all combine to give this pattern an "up-to-the-minute" look.

Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, rear entries, studies, libraries, breakfast rooms, small and large stores, offices, restaurants, clubhouses, exhibits, hotel and apartment lobbies, beauty parlors, recreation rooms, radio stations.

### Suggested Color Scheme for Modern Dining-room

 Border
 No. 45

 Linostrip
 No. 41

 Linowall, Full or Dado
 No. 735

 Cove and Base
 Wood

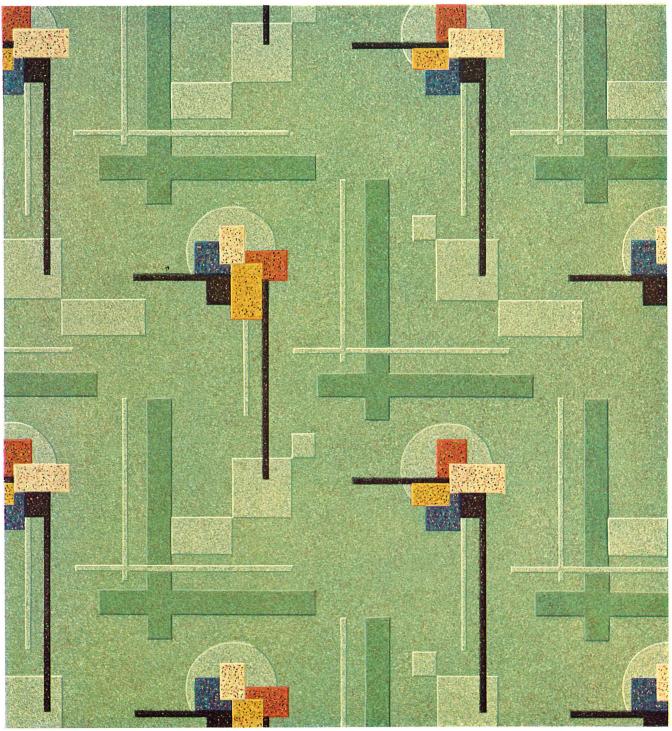
 Trim
 Harmonize with Linowall

Upper Wall....Paper—cream and fawn stripes on Chinese red Curtain...Fawn and brown damask Upholstery....Fawn Rug....Chinese red

### Suggested Color Scheme for Bathroom

Border ... No. 20
Linostrips ... Nos. 43 and 48
Linowall, Full or Dado ... No. 750
Cove and Base . Flash Type, No. 20
Trim ... Yellow, blue accent

Upper Wall Floral paper in yellow and white Curtain Blue organdy Upholstery Blue Rug. Blue



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 3421 Embossed Inlaid—Medium Gauge

Code Word: BEDOL

Design—Green is bidding for the rôle of color leader this season. This new pattern meets the trend. Subtle shading and relief effects are produced by Multiplane Embossing. Black, gold, rust, blue, and sandstone accents enliven the bronze green field.

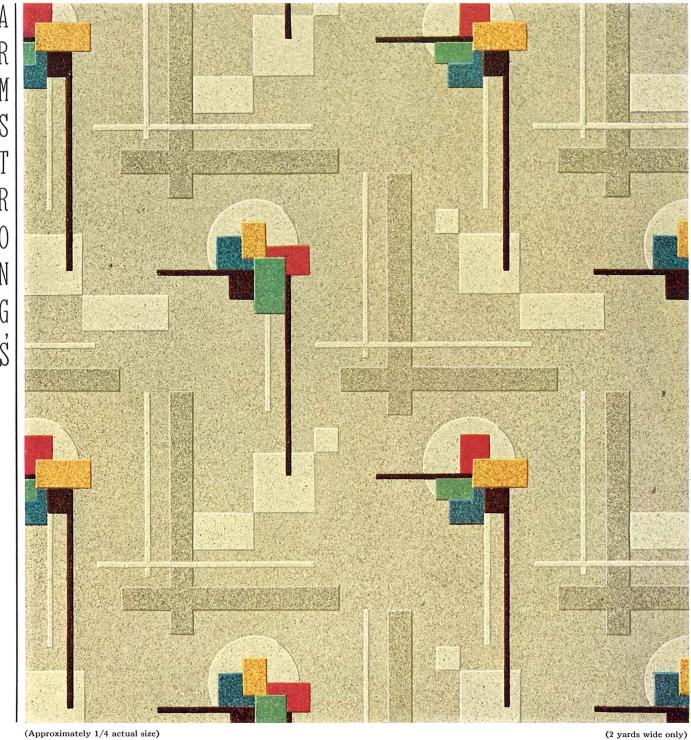
Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, night clubs, showrooms, restaurants, radio stations, clubhouses, barber shops.

### Suggested Color Scheme for Sun Porch

Border ... No. 21
Linostrip ... No. 45
Linowall, Full or Dado ... No. 738
Cove and Base ... Flash Type, No. 21
Trim ... Green, fawn accent

# Suggested Color Scheme for Bathroom

Border ... No. 42 Linostrip ... No. 27 Linowall, Full or Dado ... No. 753 Cove and Base. Flash Type, No. 42 Trim ... Green, black accent ... Green, black accent ... Green black accent ... Short ... Green colled still the control of the control of



(Approximately 1/4 actual size)

## No. 3422 Embossed Inlaid—Medium Gauge

Code Word: BEDSO

**Design**—This handsome embossed pattern with its warm pearl gray field is a pleasing variation of a brand-new design effect. The smart overlay combination of jade, scarlet, gold, blue, and burnt umber helps give this distinctive new pattern real news value.

Where to Use--Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, small and large stores, beauty parlors, offices, night clubs, clubhouses, showrooms, theatres, schools, restaurants, airports.

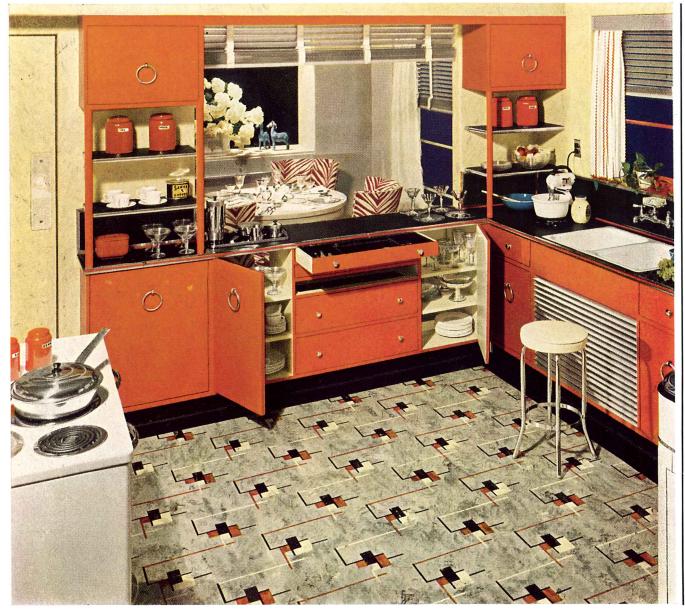
#### Suggested Color Scheme for Men's Shop

Border ... No. 46
Linostrips ... Nos. 20 and 24
Linowall, Full or Dado ... No. 736
Cove and Base . Flash Type, No. 46

### Suggested Color Scheme for Breakfast Room

Border ... No. 42 Linostrips ... Nos. 48 and 29 Linowall, Full or Dado ... No. 732 Cove and Base .. Flash Type, No. 42

Upper Wall....Multicolored paper Trim....Gray, blue, yellow, green Curtain....Yellow organdy Upholstery....Yellow



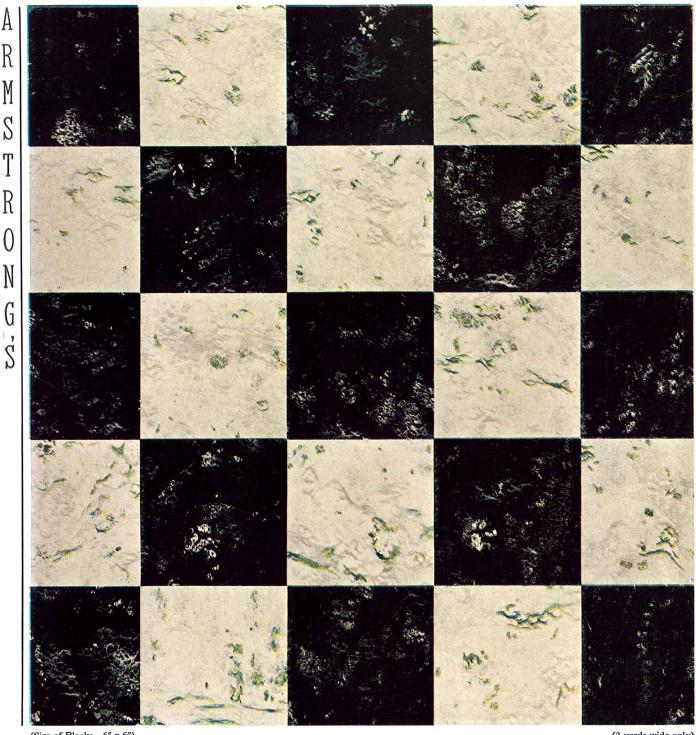
### MEDIUM GAUGE STRAIGHT LINE OFFERS RICH APPEARANCE AND EXCEPTIONAL SERVICE AT MODERATE PRICES

Armstrong's Medium Gauge Straight Line Inlaid Linoleum is the choice of many discriminating persons for a wide variety of uses because this colorful flooring is long wearing and because it is available at a reasonable price in many smart patterns.

The group of varicolored random tile, checkerboard, and stylish overlay tracery designs offers a beautiful, economical floor suitable for rooms having practically any scheme of interior decoration. It is easy to make a selection from this line—whether for commercial or institutional usage, or for kitchens, bathrooms, bedrooms, and other places in the home.

Some persons, for the purpose of economy, specify Medium Gauge Straight Line Inlaid as the flooring for upstairs rooms, but take advantage of Heavy Gauge's greater wear-resistance for rooms on the first floor, where there is heavier traffic. The same idea may be profitably employed in institutions or offices, where the most severe wear usually falls upon a few areas, making possible the use of Medium Gauge elsewhere.

In the smart, modern kitchen shown above, the beauty of Straight Line Inlaid linoleum is clearly exemplified. The pattern is Standard Gauge No. 0436, set off with a black linoleum border that is formed into a sanitary rounded joining of floor and wall by means of Armstrong's Flash Type Cove and Base, which is described in detail on page 339. Note how the colors of the accent blocks—red, white, and black—tie in with the red cabinets, the white accessories, and the black linoleum-covered sink tops and cabinet surfaces.



(Size of Blocks-6" x 6")

(2 yards wide only)

# No. 14011 Straight Line Inlaid—Medium Gauge

Code Word: DBIBYKO

**Design**—An old favorite in linoleum, and as good as ever, is the checkerboard design. This version of it is in six-inch alternating blocks of black and white. Extra character is given to the coloring by the dainty flecks of green in the marbling of the white blocks.

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, hotel lobbies.

### Suggested Color Scheme for Lobby

### Suggested Color Scheme for Restaurant

Border	 						No.	27
Linostrip	 						No.	42
Linowall,								
Cove and								
Curtain								

Upper Wall.	Paper—Chinese desig
Trim	in jade green on white. White with black an
	jade trir Jade or whit

Border	
LinostripsNos.	48, 42, and 2
Linowall to Ceiling.	No. 70
Cove and BaseFlash	Type, No. 02
Upholstery	Yellov

Trim	Black with yellow
	and green trim
Curtain	Classic designed
	chintz in green,
	yellow, and ivory



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 14160 Straight Line Inlaid—Medium Gauge

Code Word: DBISUME

**Design**—This random tile pattern is designed in such a manner that it is equally effective in large or small rooms. The coloring is a pleasing combination of onyx, mother-of-pearl, and sea green.

Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, grocery stores, delicatessens, laundries, tea rooms, florist shops.

### Suggested Color Scheme for Bathroom

Border ... ... No. 27
Linowall, Full or Dado ... No. 733
Cove and Base . Flash Type, No. 27
Upper Wall ... Orchid paint
Trim ... Orchid and green

Curtain. Net embroidered in green and orchid coin dots Upholstery. Black Rug. Green

### Suggested Color Scheme for Kitchen

Border ... No. 27
Linostrips ... Nos. 23 and 44
Linowall, Full or Dado ... No. 737
Cove and Base . Flash Type, No. 27
Upper Wall ... Cream

R

(Approximately 1/4 actual size)

# No. 14250 Straight Line Inlaid—Medium Gauge

Code Word: DBXOV

**Design**—This version of the popular overlay tracery design has as a background an irregular tile design in greens and tans. Superimposed upon this basic design is a secondary design consisting

of an overlay tracery of black and scarlet blocks and lines. Where to Use—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops.

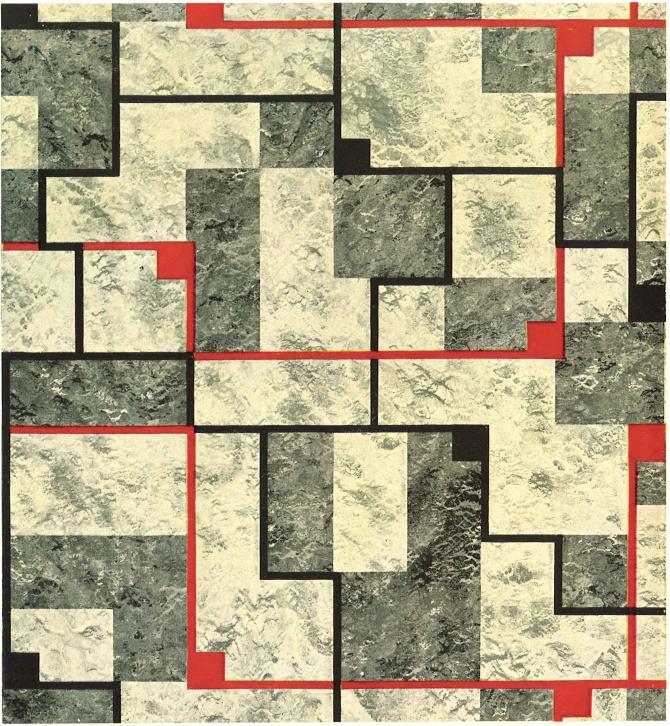
### Suggested Color Scheme for Small Shop or Kitchen

Border No. 27
Linowall, Full or Dado No. 700
Cove and Base Flash Type, No. 27
Upper Wall Painted green

### Suggested Color Scheme for Rear Entry or Bathroom

Border No. 42
Linostrip No. 23
Linowall, Full or Dado No. 737
Cove and Base Flash Type, No. 42

(2 yards wide only)



(Approximately 1/4 actual size)

(2 yards wide only)

G

S

## No. 14252 Straight Line Inlaid—Medium Gauge

Code Word: DBERF

**Design**—Combined in this pattern are two almost irresistible features—the popular overlay tracery design and the equally popular black and white and scarlet coloring. The basic design is made up of white and silver gray irregular blocks over which are laid

the secondary tracery lines and accent blocks of black and scarlet. Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, airport terminals, tourist cabins.

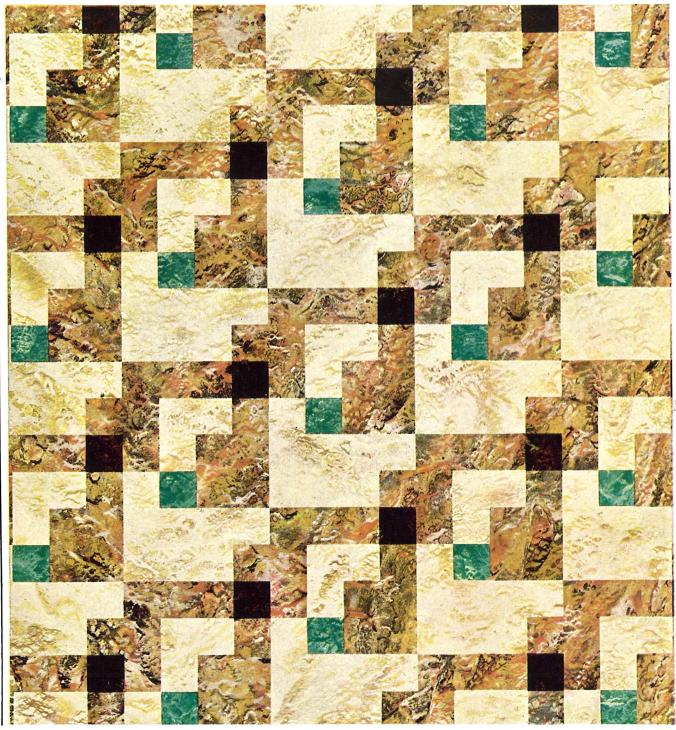
### Suggested Color Scheme for Recreation Room

Trim......Gray with red trim
Curtain...Red chintz, white stars
Upholstery.....Red leather
Rug.....Gray

### Suggested Color Scheme for Beauty Shop

Border ... No. 27
Linowall, Dado ... No. 703
Cove and Base . Flash Type, No. 27
Upholstery ... Black

R R G ż



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 14260 Straight Line Inlaid—Medium Gauge

Code Word: DBFAR

**Design**—While this is a small scale design, close examination will reveal a secondary design effect when used in a large area. The blocks are so arranged that they give a chain effect, the line of the chain running on the diagonal. The old ivory background color is

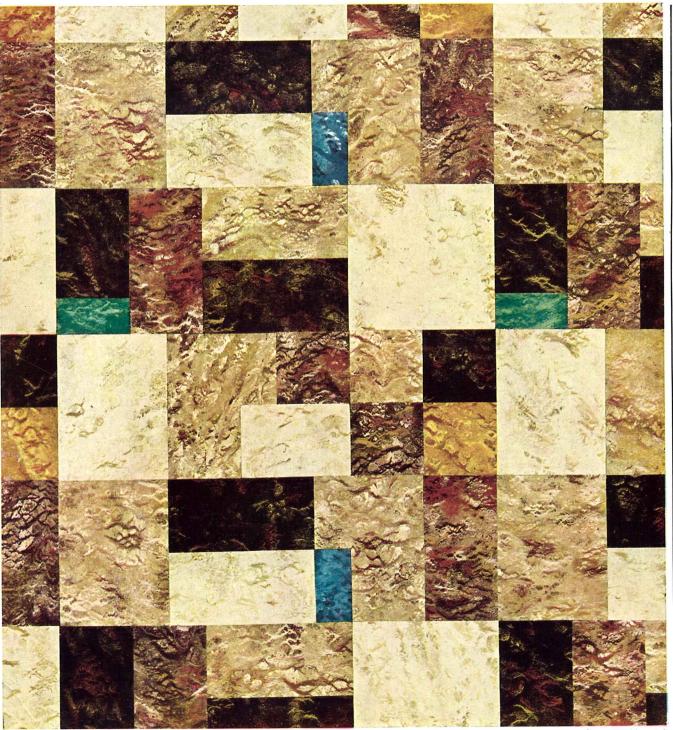
inset with feature blocks of a rich, multicolored marble and the design is heightened by accents of jade and burnt umber. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants.

# Suggested Color Scheme for Bathroom Border ... No. 27 Linostrip No. 42 Linowall, Full or Dado No. 735 Cove and Base ..Flash Type, No. 27 Trim ... Green

# Upper Wall.....White background, Green dots Curtain Green organdy Upholstery Green Rug Green

#### Suggested Color Scheme for Kitchen

Border	1011
Linostrip	Cream and Chinese redChinese red dimity printed in yellow, green, blue
Cove and Base Flash Type, No. 27	



(Approximately 1/4 actual size)

(2 yards wide only)

R

### No. 14270 Straight Line Inlaid—Medium Gauge Code Word: DBIOL

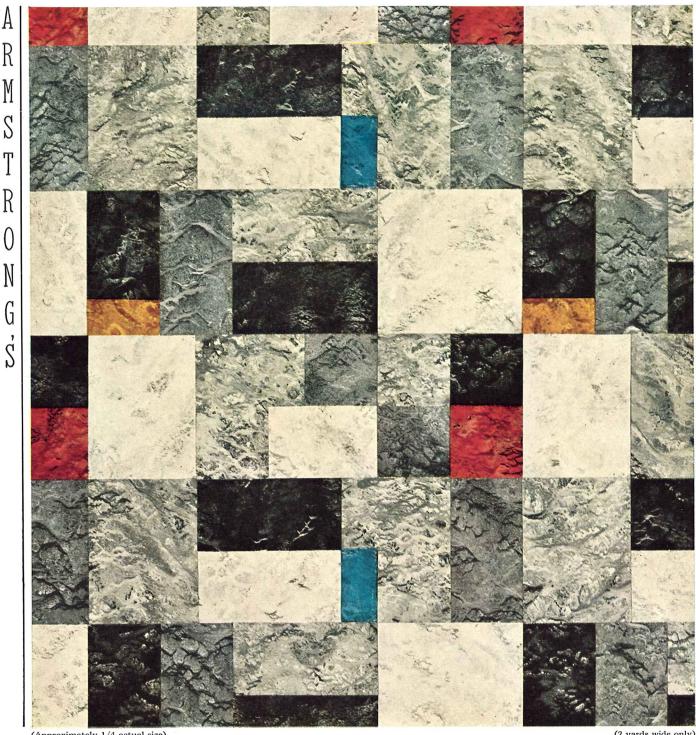
**Design**—A new development in the manufacture of Straight Line Inlaid made possible the addition of three extra colors in this pattern. Bright tans and multitone browns form the background, with green, blue, and gold providing bright, contrasting accents.

Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, radio stations, barber shops, airport terminals, tourist cabins, showrooms, exhibits, tea rooms, drug stores, men's shops.

#### Suggested Color Scheme for Restaurant

- 30	
Border	Upper WallGreen paint TrimNatural walnut
Linowall, DadoNo. 736	CurtainBrown, tan leaf design
Cove and Base. Flash Type, No. 46	UpholsteryGreen

paggonea core-	
Border No. 2 Linostrip No. 4	0 TrimBlue with buff accent 3 CurtainGold corded silk
Linowall, Full or Dado No. 73	1 UpholsteryGold
Cove and Base Flash Type No. 5	0 Rug Blue



(Approximately 1/4 actual size)

#### (2 yards wide only)

# No. 14271 Straight Line Inlaid—Medium Gauge

Code Word: DBINY

Design—One of the most popular colorings in linoleum during the past several years is black and white and silver gray. A quite recent development in the process of manufacturing Straight Line Inlaid linoleum has made it possible to add to those basic

colors in this pattern, bright accents of blue, gold, and scarlet. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, cocktail rooms, showrooms, restaurants, barber shops, butcher shops, grocery stores, coffee shops.

### Suggested Color Scheme for Cocktail Lounge

### Border ... No. 27 Linostrips ... Nos. 43 and 39 Linowall, Full or Dado ... No. 704 Cove and Base . Flash Type, No. 27 Trim ... Pale blue Upper Wall. Pale blue and Chinese

	When the control of t	
Border		ν
Linostrips	Nos. 25 and 22	T
	Flash Type, No. 27	_
Curtain	White, black, and	U
	gray chintz	R

WallWhite,	White paint light gray, and
Upholstery	dark gray



(Approximately 1/4 actual size)

(2 yards wide only)

G

## No. 14272 Straight Line Inlaid—Medium Gauge

Code Word: DBINU

**Design**—Dark subdued shades of walnut and mahogany achieve a rich, dignified effect in this pattern. Even the accent blocks of gold, blue, vermilion, and green are so subtly blended that they add color without attracting attention to themselves.

Where to Use—Kitchens, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, barber shops, tourist cabins, living-rooms, dining-rooms, large stores, coffee shops.

### Suggested Color Scheme for Study

BorderNo.	46
Linowall, Dado No. 7	736
Linowall Upper Wall No. 7	738
Cove and Base Flash Type, No.	46
TrimSage pa	int

Curtain	Modern heavy textured fabric
Upholstery	brown and sage
Rug	

							-	-	-							
Border															No.	2
Linostrip															No.	2
Linowall						ï	Ţ,								No.	73
Cove and I	3	35	se	٠.	F	15	a	S	h	-	Г	y	p	e	, No.	. 2

Trim Tar		
Curtain	Brown	blocked linen
Upholstery		Blue
Rug		



(Approximately 1/4 actual size)

### (2 yards wide only)

# No. 14290 Straight Line Inlaid—Medium Gauge

Code Word: DBCAY

Design-Great simplicity of design is found in this open ground overlay pattern. The coloring is an ivory background on which is superimposed an overlay of blocks and lines in coral, gold, and blue-gray. Small accent blocks of burnt umber also are used to heighten the design. May be used in large or small areas. Where to Use—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, tourist cabins, drug stores, grocery stores, showrooms.

# Suggested Color Scheme for Children's Shop Border ... No. 20 Linostrips ... Nos. 43 and 26 Linowall ... No. 706 Cove and Base . Flash Type, No. 20 Ceiling ... Dark gray

# Trim....Old ivory-color and dark Curtain. Printed muslin Upholstery. Coral Rug. Gray

#### Suggested Color Scheme for Bathroom

	00
Border	
Linostrip	No. 38
Linowall, Full or D	
Cove and Base Fl	
Upper Wall	Painted fawn

Trim	Old ivory—turquoise and
	black accent
Curtain	Turquoise marquisette
embro	oidered in white coin dots
Upholstery	Gray



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 14291 Straight Line Inlaid—Medium Gauge

Code Word: DBCEH

**Design**—Here is an open ground overlay pattern with an entirely new marbleized background called opalescent mother-of-pearl. The overlay design is in bright blue, brown marble tinged with a salmon red, and a brilliant polychrome color with blue pre-

dominating. Blue is very smart as an accent coloring this season. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, gift shops, haberdasheries, dress shops, laundries, tea rooms.

### Suggested Color Scheme for Sun Porch

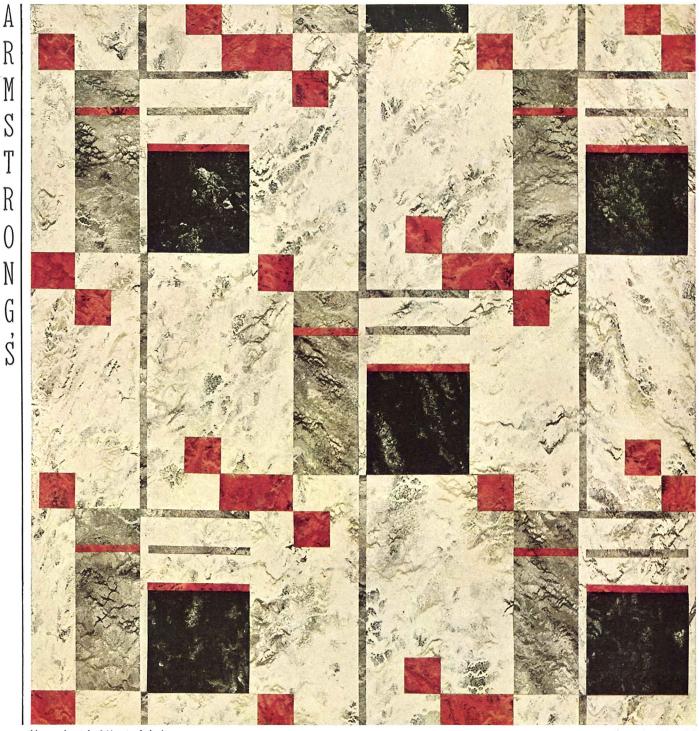
Border	Trim
LinostripsNos. 23 and 43	Curtain
Cove and BaseFlash Type,	
No. 46	Uphols
Wall Light blue paint	Rug

Trim	Light blue
	Green and
	blue chintz Gray and blue
Rug	Blue

### Suggested Color Scheme for Bathroom

Border			No. 27
Linostrip			
Linowall,	Full or	Dado	.No. 737
Cove and	Base	Flash Typ	e, No. 27
Upper Wa	all		IVORV

Trim	Ivory and bla	ck
Curtain	Blue net wi	th
TT 1 1 .	white coin do	ots
Rug	ryBl	ue



(Approximately 1/4 actual size)

### (2 yards wide only)

# No. 14292 Straight Line Inlaid—Medium Gauge

Code Word: DBCOD

**Design**—This pattern is a variation of the popular black and white, silver gray, and scarlet coloring. In this adaptation, taupe grays are substituted for silver grays which give greater warmth to the pattern. The design is of the open ground overlay type.

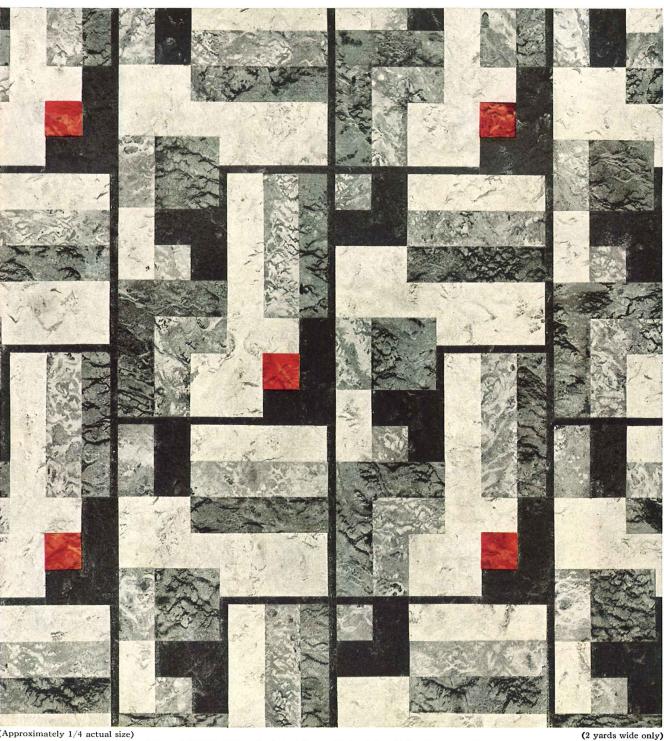
Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, offices, showrooms, restaurants, barber shops, haberdasheries, grocery stores, exhibits, hotel lobbies, tea rooms, drug stores, coffee shops.

### Suggested Color Scheme for Small Store

# Border No. 021 Trim Red, light and dark gray Linostrips Nos. 26 and 23 Curtain Modern gray Linowall to Ceiling No. 704 Cove and Base Flash Type, No. 021 Rug Dark gray

### Suggested Color Scheme for Kitchen

buggested color benefits for intention	
Border	Upper Wall Silver and red
inostrip	modern paper
Linowall, Dado No. 703	TrimSilver and black
Cove and Base Flash Type, No. 27	CurtainGray organdy



(Approximately 1/4 actual size)

No. 14302 Straight Line Inlaid—Medium Gauge

Code Word: DBCKO

**Design**—Third dimensional relief is strong in this close-knit pattern, thanks to the nicely graduated tones of gray marbling in the background. The overlay tracery in black and the high-

lights in scarlet complete one of today's best color schemes. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, restaurants, hospitals, exhibits, barber shops.

### Suggested Color Scheme for Kitchen

PARROLL POLICE TO LANGE		
Border No. 27	Upper Wall Vegetable paper	
Linostrip	Trim White with red accent	
Linowall, Dado No. 703	CurtainRed oiled silk	
Cove and Base Flash Type, No. 27	Upholstery Red	

### Suggested Color Scheme for Grocery Store



(Approximately 1/4 actual size)

# No. 14303 Straight Line Inlaid—Medium Gauge

Code Word: DBCLA

**Design**—With a light royal blue predominant, this sunny overlay tracery design will add a fresh note of color to rooms of many types. The small blocks, ranging from grayish tones to golden ivory, make the pattern eminently suitable for small areas; where-

as the larger scaled overlay adapts it equally well to large rooms. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, show-rooms, restaurants, clubhouses, hospitals, schools, barber shops.

#### Suggested Color Scheme for Kitchen

Henre for Executer
Upper WallPainted flat-ton delft blu TrimAzure blue wit tangerine accen CurtainPrinted blue dimit

### Suggested Color Scheme for Automobile Showroom

order	Upper Wall Painted semi-lustre
inostrip	cream
inowall, Full or Dado No. 706	TrimCream with blue accent
ove and Base. Flash Type, No. 30	CurtainBlue cotton rep with
pholstery Blue leather	white pin stripe



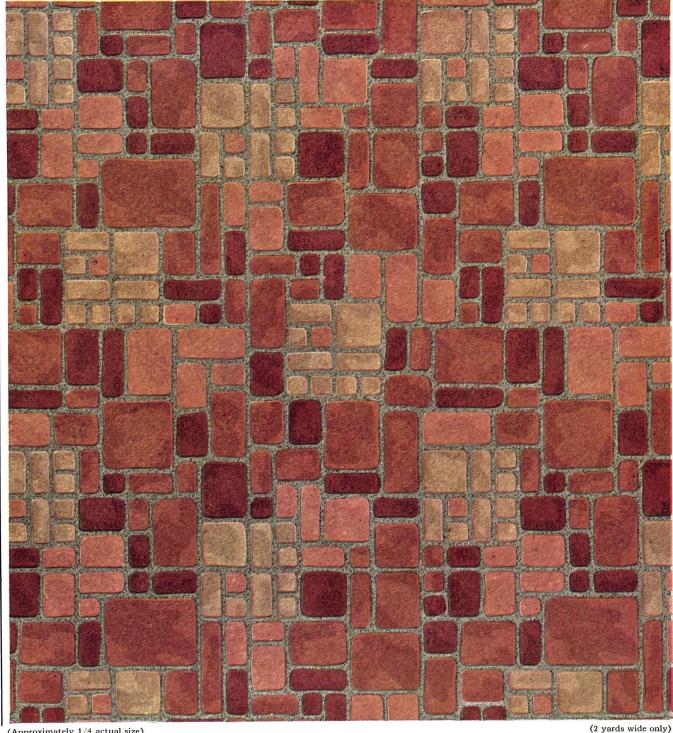
# STANDARD EMBOSSED INLAID LINOLEUM COMBINES COLOR, STYLE, AND RICH BEAUTY AT LOW COST

All the patterns in this group of Armstrong's Standard Gauge Embossed Inlaids have the same quality texture and third dimensional construction as the heavier gauges. Yet, because of their lighter gauge, the Standard Embossed patterns are available at a lower cost. Nevertheless their durability is sufficient to give years of satisfactory service.

Tile and textured effects can be had in an abundance of different colorings—intense, rich, or quiet. All are in good taste and each pattern is suitable for many types of room interiors. The varicolored designs add charm, warmth, dignity, and a note of cheerfulness to almost any scheme of interior decoration.

Characteristic of Armstrong streamlined embossing are the rounded bottoms and edges of the interliners. Consequently, since there are no corners in which dirt might hide, there are no cleaning problems to complicate easy maintenance of these floors.

The colorful floor in the two-purpose kitchen shown above is Standard Embossed No. 5651, set off by Linostrips and a rounded cove and base of Plain linoleum, another boon to busy housewives.



(Approximately 1/4 actual size)

### No. 5352 Embossed Inlaid—Standard Gauge Code Word: AIOMBMA

Design—In tones ranging from warm tans to terra cotta reds, this pattern consists of odd-sized blocks laid in a cheerful random design. The gray embossed mortar lines highlight the tile design. Where to Use—Kitchens, bathrooms, entrance halls, living-

rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries. It is also suitable for small stores, beauty parlors, offices, restaurants, clubhouses, hotel and apartment lobbies, barber shops, tourist cabins.

#### Suggested Color Scheme for Dining-room

Border	Wood Base Pine Trim Pine
Linowall, Full or Dado No. 735	CurtainTurquois
Upper WallScenic paper in	Upholstery Turquois
turquoise and rose	RugTerra cotta

### Suggested Color Scheme for Apartment Lobby

Border	Trim
Linostrip	Curtain
Linowall, Full or Dado No. 735	
Wood BaseTo match Linowall	Upholstery.
Upper WallDiamond plaid paper in beige and blue	Rug

Trim													
Curtain			F	I	ea								
						C	O'	tt	c	I	1	d	rapery
Upholstery													. Beige
Rug													. Beige



(Approximately 1/4 actual size)

### (2 yards wide only)

R

R

G

# No. 5491 Embossed Inlaid—Standard Gauge

Code Word: AIBUR

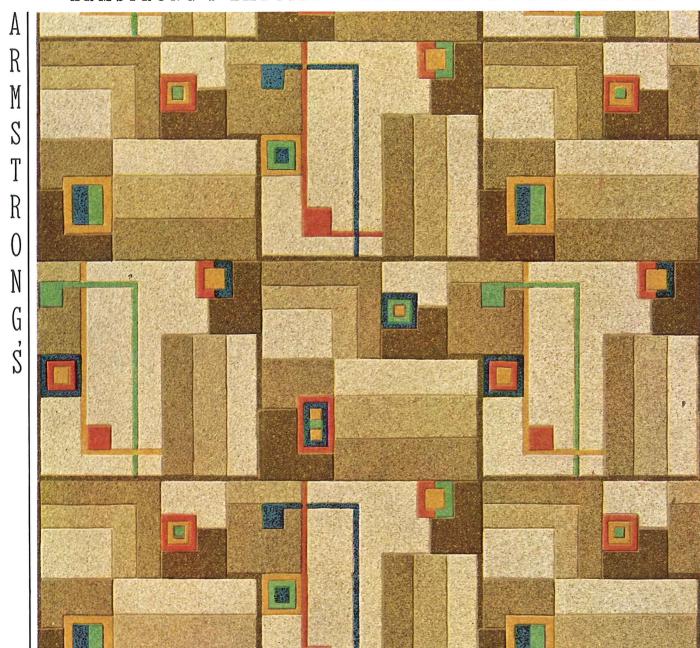
**Design**—The design and the new texture type of embossing make this pattern an excellent reproduction of Colonial handmade floor coverings. The quaint floral effects in mellow colorings suggested. gest this pattern as an ideal flooring for residences or offices

in which Colonial or Early American furnishings are employed. Where to Use—Kitchens, bedrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, tourist cabins, gift and antique shops.

### Suggested Color Scheme for Dining-room

Upper Wall...Orange-red and white Curtain.....Orange-red and white plaid paper Curtain.....Off-white chintz with brown ball fringe Upholstery....Orange and off-white

### Suggested Color Scheme for Nursery



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5530 Embossed Inlaid—Standard Gauge

Code Word: AIDOL

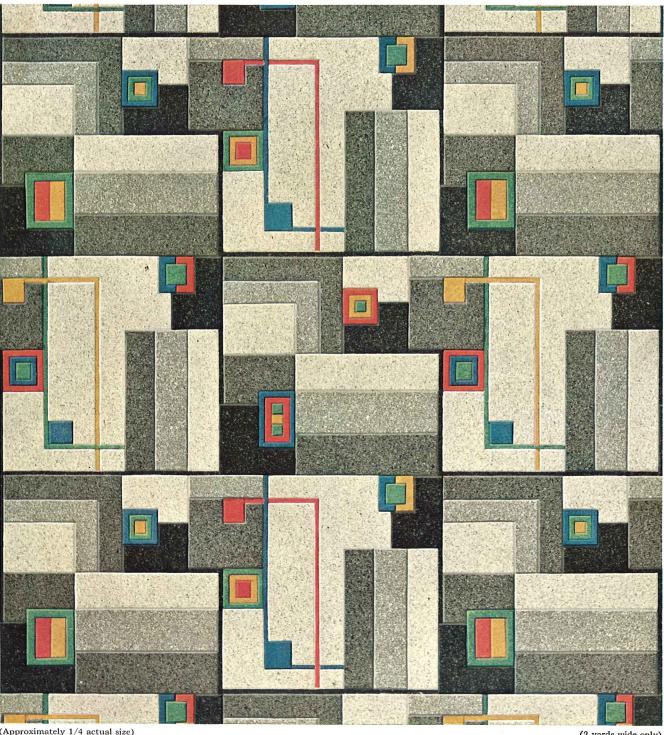
Design-Combining the best features of the overlay tracery and the peasant motifs, this pattern offers a handsome design effect. The background is cafe-au-lait with vivid peasant figures as accents at regular intervals. The overlay tracery is blue, gold, jade, and red. Where to Use—Kitchens, sun porches, nurseries, breakfast rooms, rear entries—also in small stores and restaurants.

### Suggested Color Scheme for Small Restaurant

Trim......Dark brown with trim of green
Curtain . . . . Brown organdy bound
in green Upholstery.....Green leather

### Suggested Color Scheme for Kitchen

Border No. 20 Upper Wall Blue with Linostrip No. 39 red strawberry design Linowall, Dado No. 735 Trim Natural pine Cove and Base. Flash Type, No. 20 Curtain Red organdy



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 5531 Embossed Inlaid—Standard Gauge

Code Word: AIDUT

Design—Sharply contrasting blocks in brilliant colors emphasize the peasant motif of this handsome design. The field in ivory and tones of gray is a practical coloring because it does not readily

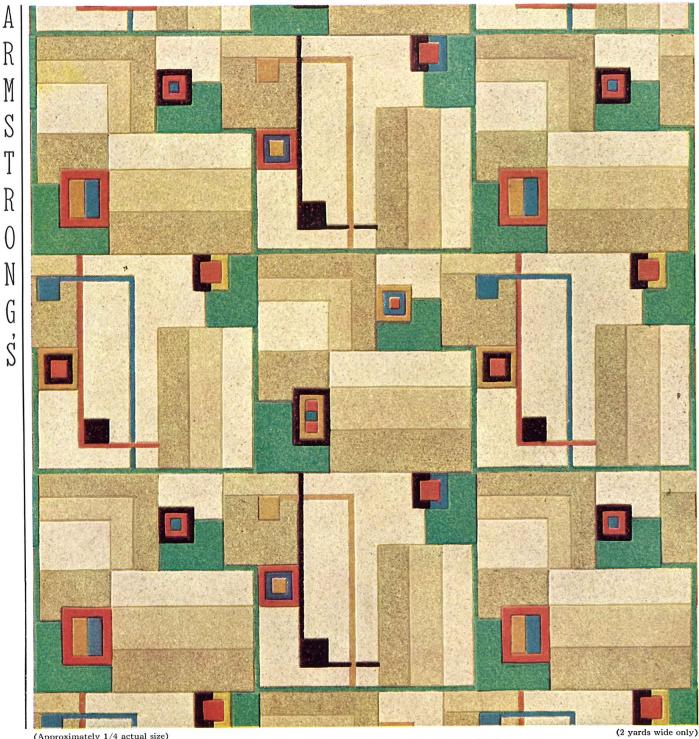
show traffic marks. Overlay lines are in gold, green, and blue. Where to Use-Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, tourist cabins.

#### Suggested Color Scheme for Kitchen

Border No. 29
Linostrip No. 48
Linowall, Dado No. 750
Cove and Base Flash Type, No. 29
Upper Wall Light blue paint

Trim.....Light blue—yellow trim
Curtain....Blue dimity—red and
yellow flowers
Upholstery....Blue leather

Suggested Color Scheme for Bathroom



(Approximately 1/4 actual size)

No. 5532 Embossed Inlaid—Standard Gauge

Code Word: AIDEB

Design—The peasant motif in brilliant colors makes this pattern an excellent one for residential use. The overlay tracery adds further interest. Background blocks in tans and ecrus provide a set-

ting for blocks of jade, also red, blue, gold, and eggplant accents. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, barber shops.

### Suggested Color Scheme for Specialty Shop

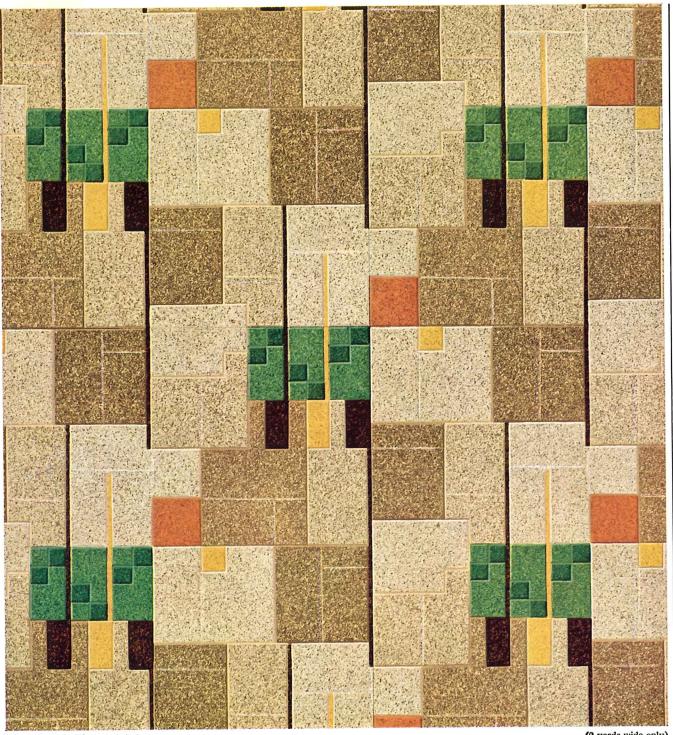
Border ... ... No. 20 Linostrips ... ... Nos. 45 and 42 Linowall, Full or Dado ... No. 735 Cove and Base .. Flash Type, No. 20

Upper Wall. Beige and tan on green
Trim. Pine
Curtain Light tan finished
with ball fringe

#### Suggested Color Scheme for Breakfast Room

Border No. 46
Linostrip No. 42
Linowall, Full or Dado No. 753
Cove and Base Flash Type, No. 46

Upper Wall Blue-green scenic design Trim.....Green with white accent Curtain.....Willow green organdy Upholstery......White or brown



(Approximately 1/4 actual size)

(2 yards wide only)

u

## No. 5561 Embossed Inlaid—Standard Gauge

Code Word: AIBOC

**Design**—A development of the open ground overlay effect, this pattern adds interest to the sandstone field through the use of small blocks in yellow, orange, burnt umber, and chartreuse green.

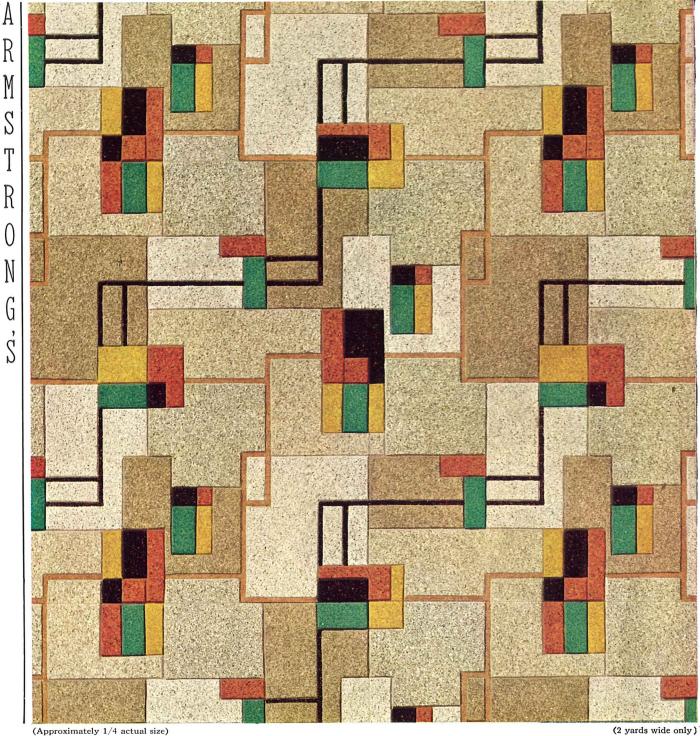
Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, tourist cabins, offices, showrooms, and exhibits.

### Suggested Color Scheme for Flower Shop

Wall ......Ivory and chartreuse Trim .....Ivory with brown stripe Curtain ......Flowered oiled silk Border ... No. 46
Linostrip ... No. 33
Cove and Base . Flash Type, No. 46

#### Suggested Color Scheme for Breakfast Room

Border         No. 28           Linostrip         No. 41           Linowall         No. 735           Coverand Base         Pine	TrimPine with orange trim CurtainOrange gingham UpholsteryChair pads of curtain material
Cove and BasePine	curtain mate



#### (2 yards wide only)

# No. 5570 Embossed Inlaid—Standard Gauge

Code Word: AIBYK

Design—This version of the popular overlay treatment provides a design effect that will harmonize with almost any interior color scheme. The sand tones of the field are emphasized with colorful modernistic blocks of Spanish yellow, red, and green. Where to Use—Kitchens, bathrooms, sun porches, studies, breakfast rooms, rear entries, small stores, restaurants.

### Suggested Color Scheme for Breakfast Room

### Suggested Color Scheme for Sun Porch

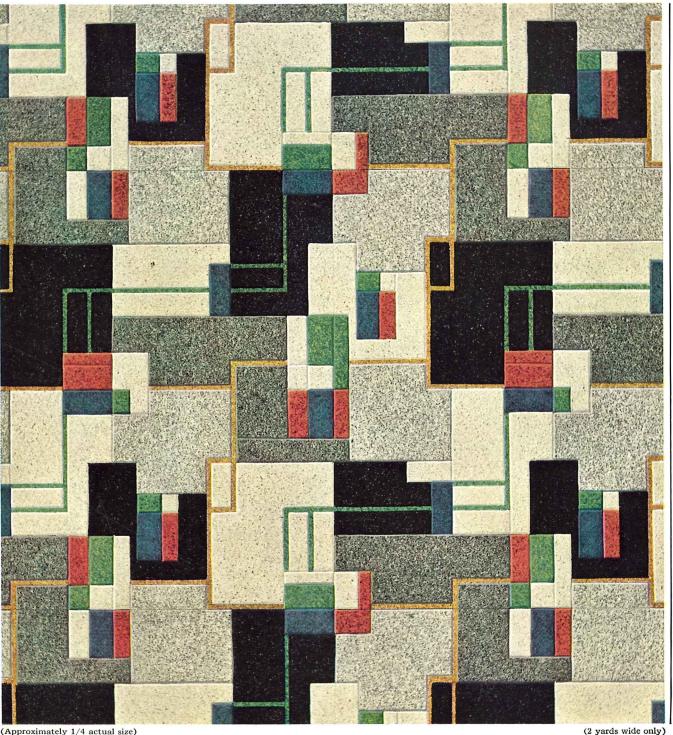
 Border
 No. 20

 Linostrip
 No. 39

 Linowall
 No. 735

 Cove and Base. Flash Type, No. 20

Trim...Natural pine with red trim
Curtain....Tan linen, red pattern
Upholstery....Beige
Rug...Brown



(Approximately 1/4 actual size)

## No. 5571 Embossed Inlaid—Standard Gauge

Code Word: AICAJ

Design-In this design of strong, contrasting colors, the predominating tones of white, silver gray, slate gray, and black are sharply accented with vivid blocks in red, cobalt blue, and moss green. The design is overlaid with strong lines in gold and green. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small shops, sun porches, restaurants, tourist cabins.

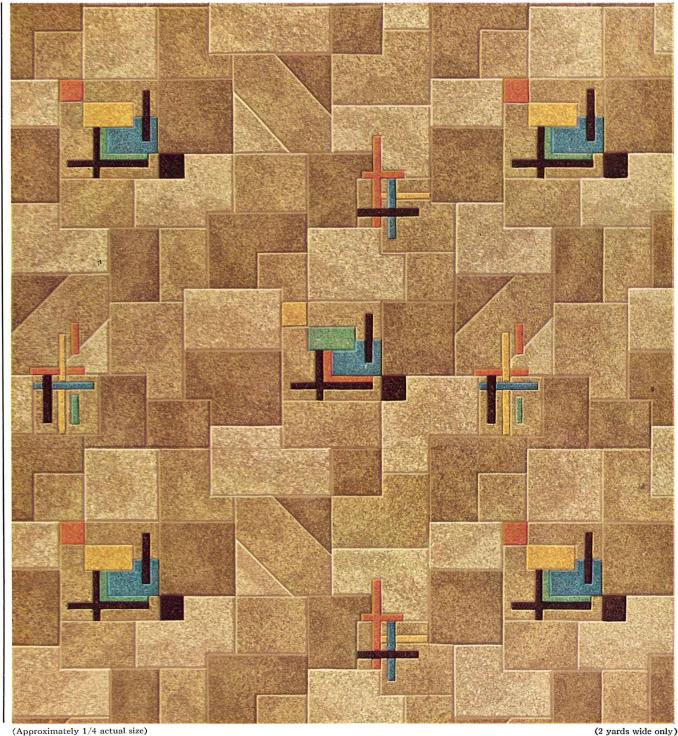
#### Suggested Color Scheme for Bathroom

Border ... ... No. 27
Linowall, Dado ... ... No. 750
Cove and Base . Flash Type, No. 27
Upper Wall ... ... Gray paint

Trim.....Gray with yellow trim
Curtain....Yellow dimity with
colored dots
Rug....Yellow string rug

#### Suggested Color Scheme for Kitchen

Border No. 30 Upper Wall White paper—
Linowall, Dado No. 752
Cove and Base Flash Type, No. 30 Curtain Red oiled silk



(Approximately 1/4 actual size)

### No. 5580 Embossed Inlaid—Standard Gauge Code Word: AICIM

Design-Noteworthy for its serviceable and attractive coloring, this pattern consists of an open ground overlay design in fawn, cadet blue, chocolate, and orange. The shaded broken-block effect adds interest to the blocks in various tones of sand and brown. Where to Use—Kitchens, sun porches, studies, recreation rooms, breakfast rooms, rear entries, beauty parlors, offices.

#### Suggested Color Scheme for Study

Border ... No. 46
Linowall, Full or Dado ... No. 736
Wood Base ... Walnut
Upper Wall ... Light blue paint Trim. Walnut
Curtain Printed linen—
brown and tan
Rug. Blue

#### Suggested Color Scheme for Kitchen

Trim...Light blue—trim, tangerine Curtain...Blue and orange organdy



(Approximately 1/4 actual size)

# No. 5591 Embossed Inlaid—Standard Gauge

Code Word: AICOD

**Design**—On a field in subdued tones of blue, a modernistic geometrical design in brilliant orange, gold, and black is executed with striking effect. Variety of tile sizes adds further interest.

Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, as well as small stores, beauty parlors, night clubs, restaurants, clubhouses.

### Suggested Color Scheme for Kitchen or Breakfast Room

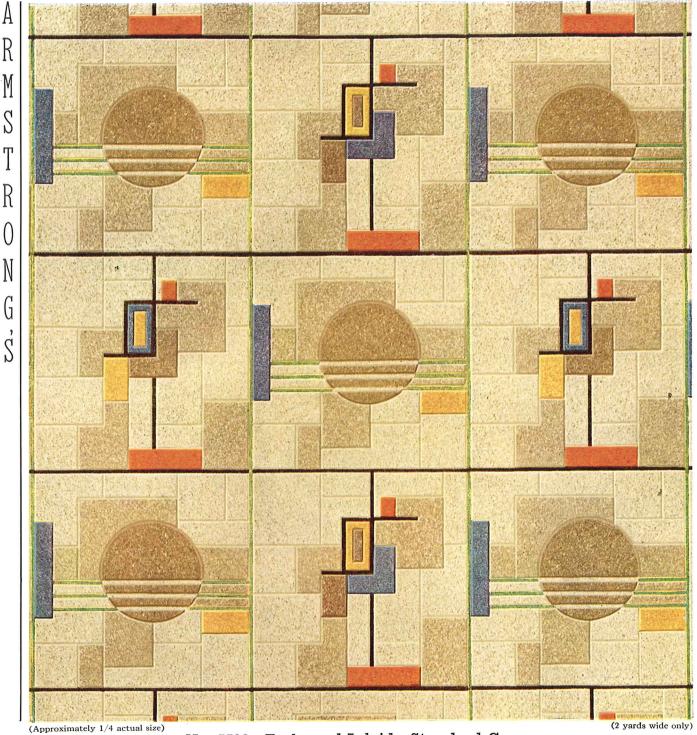
Border	Upper
Linowall, Full or Dado No. 737	
Cove and Base Flash Type, No. 29	Curtai
TrimYellow with blue accent	Uphols

Upper Wall	Yellow paper-
Curtain	silver design
Upholstery	Blue leathe

### Suggested Color Scheme for Night Club or Restaurant

Border
Linostrip
Linowall, Full or DadoNo. 731
Cove and Base Flash Type, No. 30

Upper Wall. Gray, blue, fawn paper Trim. Platinum with blue accent Curtain. Blue and white damask Upholstery. Blue, white, or tan



### No. 5592—Embossed Inlaid—Standard Gauge Code Word: AICRO

Design—Strongly geometrical with its circles, rectangles, and groups of parallel lines, this pattern lends itself to many uses. The sandstone background is accented with interesting

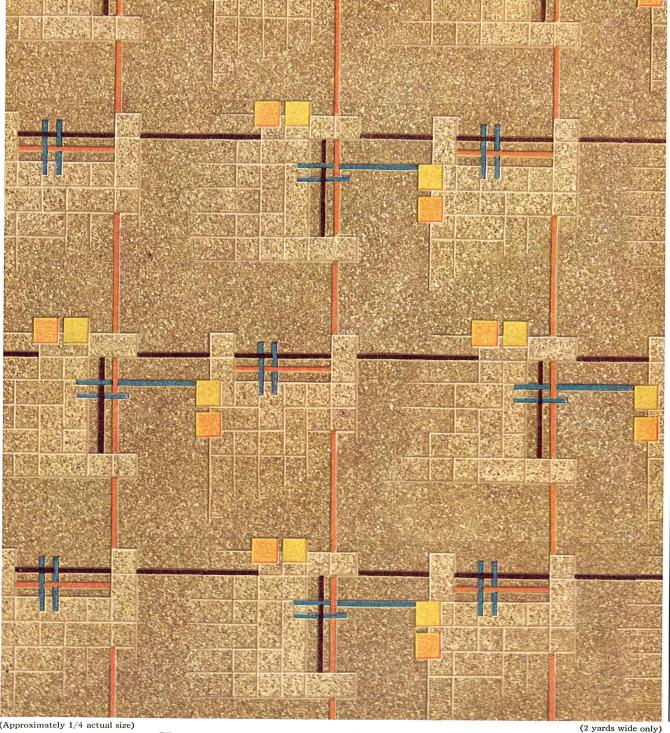
overlays in colors of orange, oriental blue, gold, jade, and black. Where to Use—Kitchens, bathrooms, sun porches, studies, breakfast rooms, rear entries, small stores, and restaurants.

### Suggested Color Scheme for Sun Porch

Border	Trim Buff paint Curtain Orange taffeta Upholstery Brown Rug Brown

#### Suggested Color Scheme for Breakfast Room

Border	TrimNatural pine
Linostrip	CurtainCotton print-tan
Linowall, Full or Dado No. 737	background
Cove and Base. Flash Type, No. 30	Upholstery Blue leather
Upper WallDark blue paper	



(Approximately 1/4 actual size)

# No. 5600 Embossed Inlaid—Standard Gauge

Code Word: AILAP

Design—This new open ground design, which is a refreshing variation of the popular overshot interliner effect, will be found widely useful in residences as well as in small shops and homelike tea rooms. The ground coloring is in warm, mottled

sandstone tones with sunny accents in eggplant, gold, and blue. Where to Use-Kitchens, baths, entrance halls, dining-rooms, sun porches, recreation rooms, nurseries, breakfast rooms, small stores, beauty parlors, restaurants, barber shops, and bookshops.

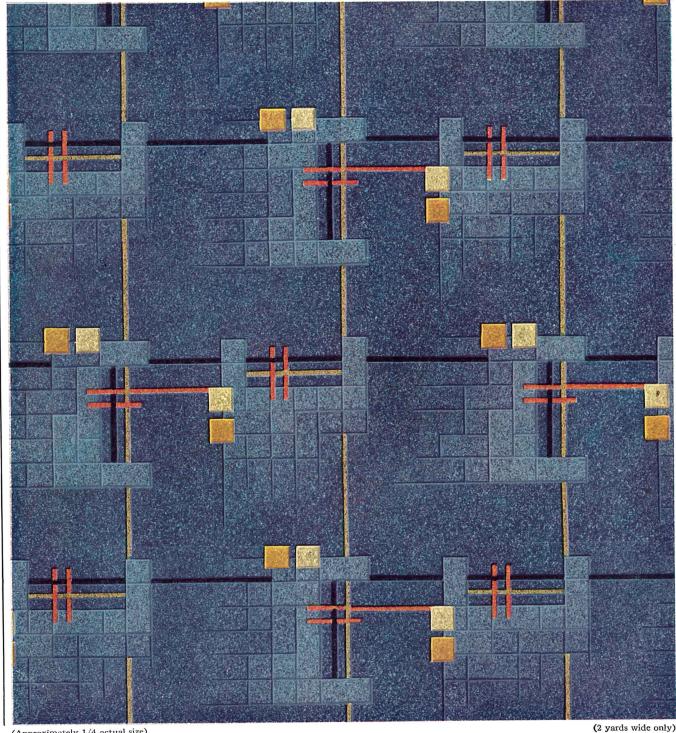
#### Suggested Color Scheme for Kitchen

Border No. 46 Linostrip No. 29 Cove and Base Flash Type, No. 46 Linowall, Dado No. 735

Upper Wall. Yellow paper with blue, brown, and red chicks
Trim Walnut
Curtain Brown oiled silk

#### Suggested Color Scheme for Child's Room

Border No. 43 Trim Pastel blue trimmed with Junostrips Nos. 41 and 48 yellow and orange-red Curtain Ivory cotton nursery Paug Blue Blue print in yellow, blue, and red



(Approximately 1/4 actual size)

# No. 5601 Embossed Inlaid—Standard Gauge

Code Word: AILCI

Design—Although a variation of the popular overshot interliner and accent inset treatment, this new design has a definite style of its own. Note the way in which the shaded embossed areas of French blue blend into the royal blue background.

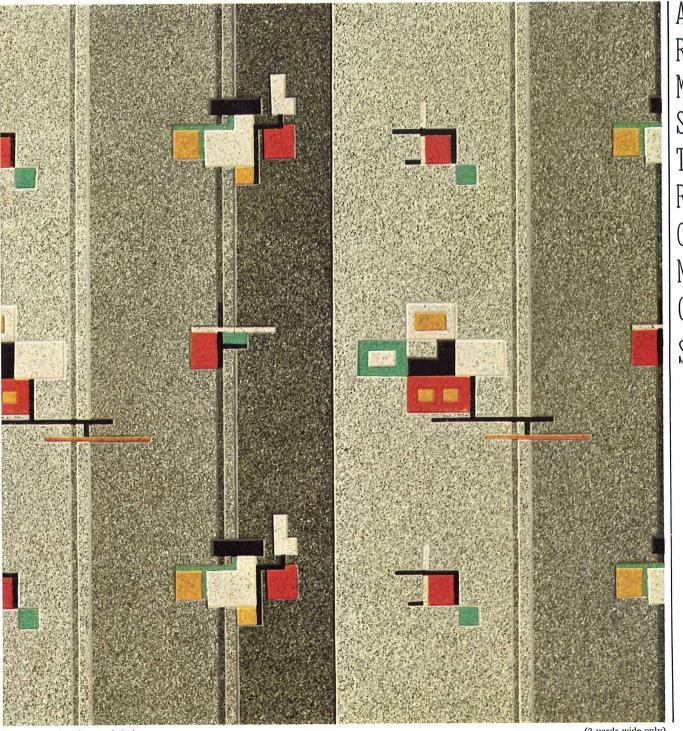
The accent colorings are of gold, taupe, deep coral, and black. Where to Use—Kitchens, baths, dining-rooms, sun porches, studies, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, clubhouses, barber shops, tourist cabins.

#### Suggested Color Scheme for Kitchen

Border ... No. 29
Linostrips ... Nos. 43 and 41
Linowall, Full or Dado ... No. 731
Cove and Base .. Flash Type, No. 29 Upper Wall Blue and white dotted paper Trim Blue Curtain Red oiled silk

#### Suggested Color Scheme for Yacht Club

allPainted yellowYellow with redBlue yacht chintz ryBlue or red



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 5610 Embossed Inlaid—Standard Gauge

Code Word: AILBT

Design—This completely new design effect in three soft tones of gray with brilliantly colored accent blocks in red, green, and white introduces a refreshing note in Standard Embossed patterns. It will be found valuable, due to its directional stripes, for

"slenderizing" rooms that are too square to be truly pleasing. Where to Use—Kitchens, bathrooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, radio stations, clubhouses, airports, tourist cabins.

#### Suggested Color Scheme for Kitchen

Border No. 22 Upper Wall . White paper with fruit Linostrip No. 23 in green and red Linowall, Full or Dado No. 752 Cove and Base . Flash Type, No. 22 Curtain Red oiled silk

#### Suggested Color Scheme for Bathroom

Border ... ... No. 27 Upper Wall ... .. Red paper or paint Linostrip ... ... No. 39 Trim ... ... ... Cream Linowall, Full or Dado ... No. 737 Cove and Base .. Flash Type, No. 27 Rug ... ... ... Black



(Approximately 1/4 actual size)

No. 5640 Embossed Inlaid—Standard Gauge

Code Word: AIKER

Design—Multiplane Embossed accents of blue, gold, scarlet, and mulberry enliven this pattern's mottled field of sandstone taupe. Note how the three different sandstone shades are subtly graduated from the field tone. Note also how the small-detail inlays

on a wide open field serve to make small rooms seem larger. Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, restaurants, barber shops, hotel and apartment lobbies, tourist cabins.

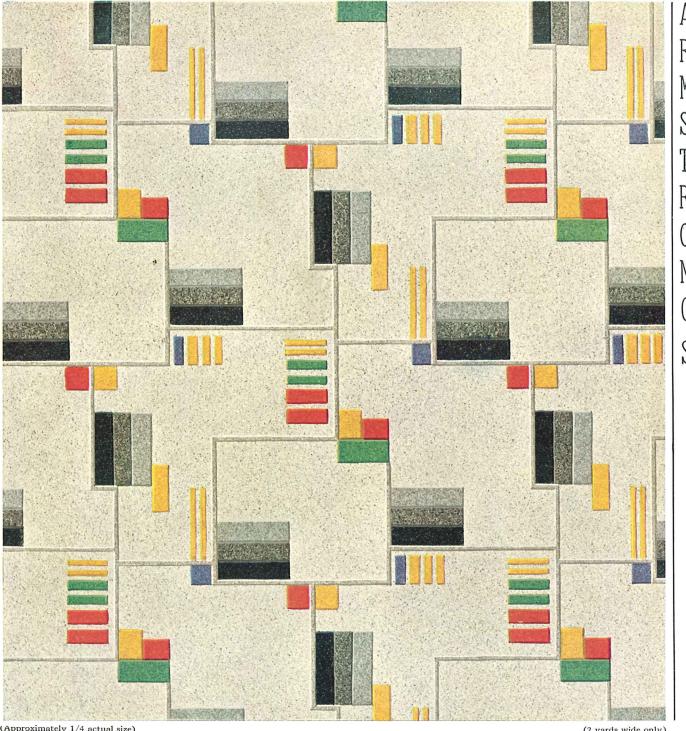
#### Suggested Color Scheme for Kitchen

Border ... No. 43 Linostrips ... Nos. 23 and 41 Linowall, Full or Dado ... No. 732 Cove and Base . Flash Type, No. 43 Upper Wall. White paper, blue stars Trim. Cream gray with blue accent Curtain. Blue organdy Upholstery. Orange leather

#### Suggested Color Scheme for Attic Game Room

Border ... No. 46
Linostrips ... Nos. 23 and 43
Linowall, Full or Dado ... No. 731
Cove and Base ... Flash Type, No. 46

Upper Wall.....Painted slate blue Trim.....Cream gray Curtain...Brown linen, game design Upholstery......Shaggy blue



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 5641 Embossed Inlaid—Standard Gauge

Code Word: AIKIL

Design—Because of its open ground field and small-scale overlay blocks, this pattern—an Armstrong "style first"—is especially suited for small rooms. The Multiplane Embossing gives the impression that portions of the design actually stand out in relief.

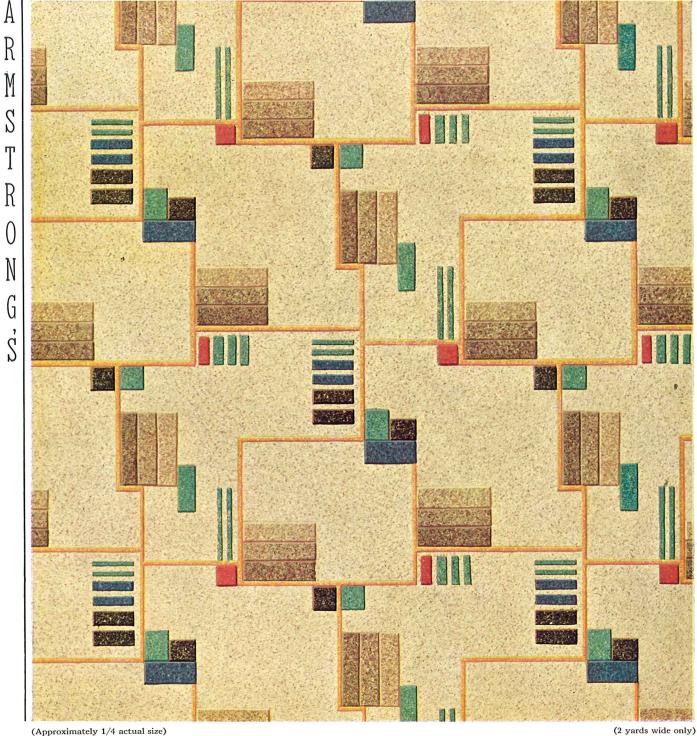
The highly-colored accents brighten the silver-gray background. Where to  $Use-{\rm Kitchens},$  bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, stores, beauty parlors, restaurants, exhibits, hotel and apartment lobbies, barber shops.

#### Suggested Color Scheme for Attic Recreation Room

Trim.....Light blue; red, green, and dark blue accents Curtain...Multicolored linen Upholstery. Sail cloth, multicolored Rug....Blue

#### Suggested Color Scheme for Sun Porch

Border ... No. 27
Linostrips ... Nos. 22 and 24
Linowall, Full or Dado ... No. 732
Cove and Base . Flash Type, No. 27
Trim ... Cream gray, green, black



(Approximately 1/4 actual size)

# No. 5642 Embossed Inlaid—Standard Gauge

Code Word: AIKME

Design—A striking example of Multiplane Embossing, this pattern in a warm allover tan tone is keyed to the style trend of pastel shades. It is set off with pastel insets of jade, blue, gold, and scarlet. Ideal for use in modern small kitchens, it will add a

sparkling touch of color to the furnishings in many other rooms. Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, barber shops, tourist cabins, coffee shops, tea and lunch rooms.

#### Suggested Color Scheme for Kitchen

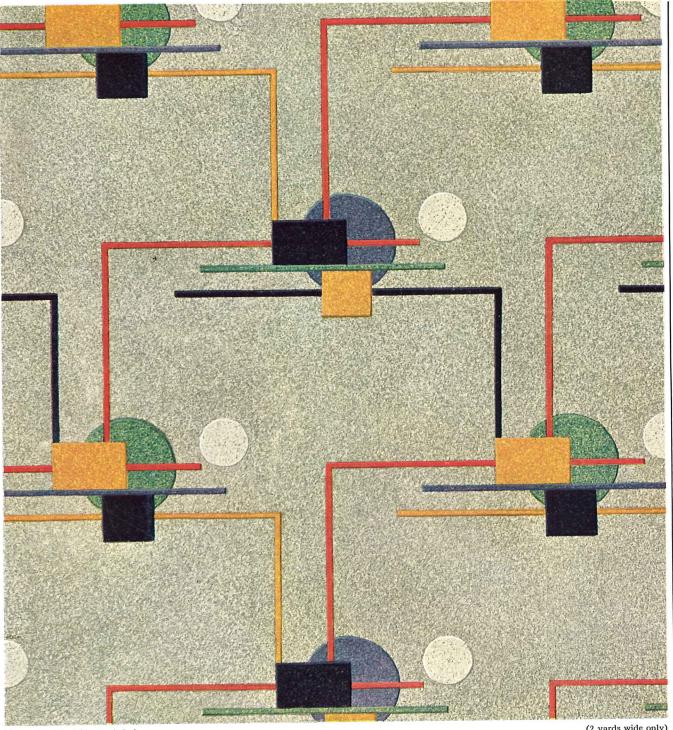
Border	
Linostrip	
Linowall, Full or Dado No. 753	
Cove and Base. Flash Type, No. 46	
Upper WallPainted light green	

TrimPale gree
with brown accen
with white star

# Suggested Color Scheme for Recreation Room

Border
Linostrips Nos. 39, 45, 38, and 43
Linowall, Full or Dado No. 735
Cove and Base Pine wood
TrimPine

Upper Wall	Light tan
	painted plaster
Curtain	. Red glazed chintz
Upholstery	Red leather
Rug	Tan



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 5650 Embossed Inlaid—Standard Gauge

Code Word: AIKOT

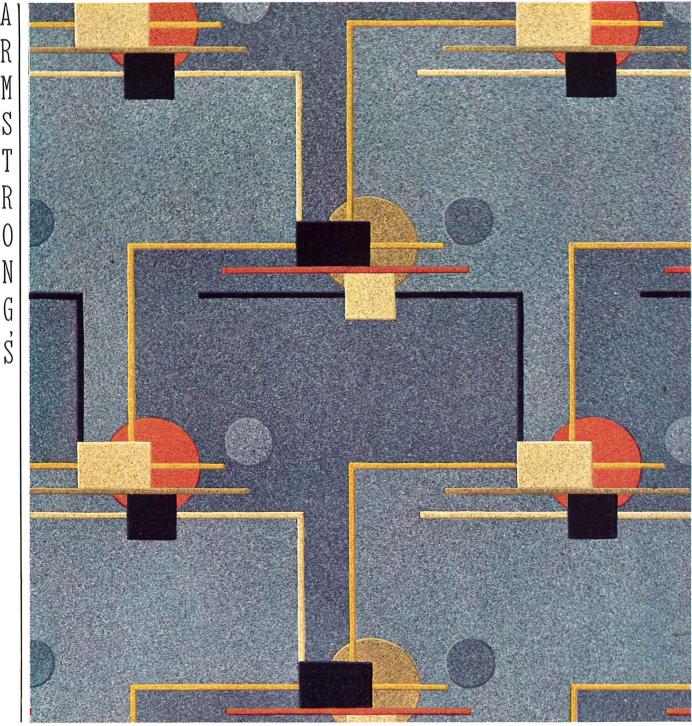
Design-Bound to set a new pace in style, this pattern with Multiplane Embossing employs smartly modern circular accents in combination with rectangular block accents. Note the slightly different texture of the light gray circles in the mottled blue-gray field. High style in color, too, this popular pattern includes bright tones of scarlet, jade, light blue, gold, and dark blue. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, playrooms, stores, beauty parlors, and restaurants.

#### Suggested Color Scheme for Playroom

Upper Wall. . . . . Light and dark blue plaid paper Trim. . . . Platinum gray; blue, red, and yellow accents Upholstery . . . . Rough gray and blue

#### Suggested Color Scheme for Kitchen

Trim......French gray with blue accent Upholstery......Blue leather piped with orange
Curtain.....Blue oiled silk



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 5651 Embossed Inlaid—Standard Gauge

Code Word: AIKPA

Design-A combination of two tones of mottled Bermuda blue endows this open ground pattern with a unique touch. More important still is the new Multiplane Embossing, bringing forth an intriguing play of light and shade in this style-setting pattern. Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, restaurants, barber shops, tourist cabins, tea rooms, coffee shops, sandwich shops, haberdasheries.

#### Suggested Color Scheme for Playroom

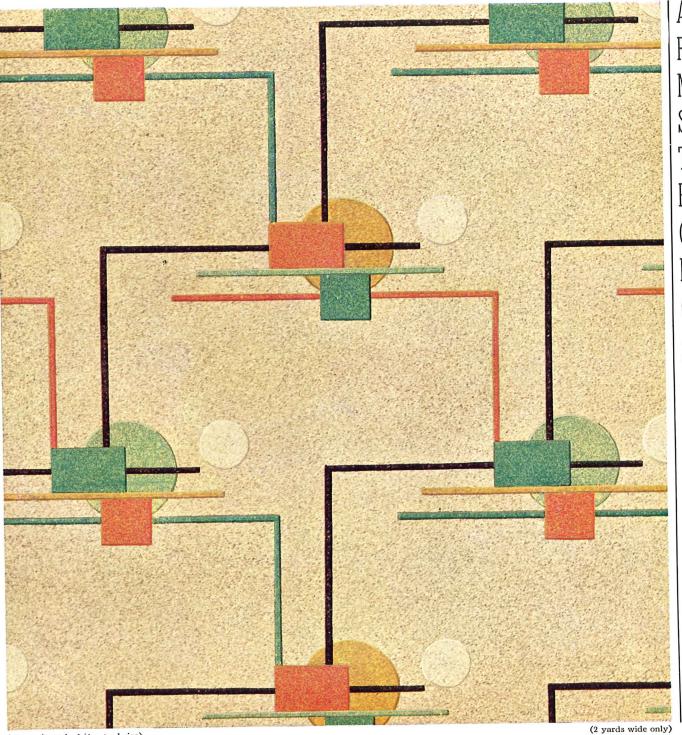
# Border ... No. 41 Linostrip ... No. 29 Linowall, Full or Dado ... No. 731 Cove and Base ..Flash Type, No. 41 Upper Wall ... Painted orange

ONSORTH CONTRACTOR THE PROPERTY IN	
Trim	Poudre blue with
	orange accent
Curtain	Blue and white polka
	dot glazed chintz
Upholstery	Orange rough cloth

# Suggested Color Scheme for Kitchen

В	order														.No	. :	29
L	inost	rip												ï	.No		41
L	inow	all, F	u	11	c	Г	•	Γ	);	10	1	0	å		No.	7	50
	ove a																
	pper																

Trim.....Blue with orange and 



(Approximately 1/4 actual size)

# No. 5652 Embossed Inlaid—Standard Gauge

Code Word: AIKUS

Design-Multiplane Embossing and circular accents give this coloring a smart, modern appearance. The background is warm sandstone. The color motif is made distinctive and unusually cheerful with accents of burnt umber, orange, two shades of jade,

and gold. The circular accent insets are ivory, jade, and gold. Where to Use-Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, restaurants, barber shops, tourist cabins, and sandwich shops.

#### Suggested Color Scheme for Sandwich Shop

Upper Wall....Varicolored garden design paper
Upholstery....Green leather piped
in orange
Curtain....Brown organdy

#### Suggested Color Scheme for Recreation Room



(Approximately 1/4 actual size)

# No. 5660 Embossed Inlaid—Standard Gauge

Code Word: AIMLD

**Design**—One of the newest 1940 decorative notes is evident here in the dark and light shaded star insets. Gold discs, blue and black blocks, and blue, red, and green accent lines stand out in pleasing contrast against a background of light, warm taupe gray.

Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, libraries, breakfast rooms, small and large stores, rear entries, tea rooms, night clubs, showrooms, restaurants, clubhouses, exhibits, tourist cabins, theatres.

### Suggested Color Scheme for Breakfast Room

Border
Tinostrin
Linowall, Full or Dado No. 750 Cove and Base . Flash Type, No. 22
Cove and Base Flash Type, 210122

Upper Wall . . . . . Painted`yellow Trim. . . Yellow, Chinese red accent Curtain . . . Red chintz, fiesta colors Upholstery . . . . Same as curtain

#### Suggested Color Scheme for Tea Room

Dorder	
Lincetrine	Nos. 24 and 42
Linowell Eul	l or Dado No. 73
Cove and Bas	se. Flash Type, No. 29

Upper Wall ...... Medium blue Trim. .... Gray-green, blue accent Curtain ... Blue, green, gray chintz Upholstery ..... Blue



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 5661 Embossed Inlaid—Standard Gauge

Code Word: AIMOW

Design—Here are combined two completely new style notes— Bermuda blue and two-toned star insets—which give this pattern a distinction all its own. Colorful accent lines and blocks of burnt orange, ivory, gold, and black are softened by ivory discs. Where to Use-Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, breakfast rooms, rear entries, small and large stores, night clubs, showrooms, restaurants, clubhouses, schools, exhibits, hotel and apartment lobbies, and barber shops.

#### Suggested Color Scheme for Night Club

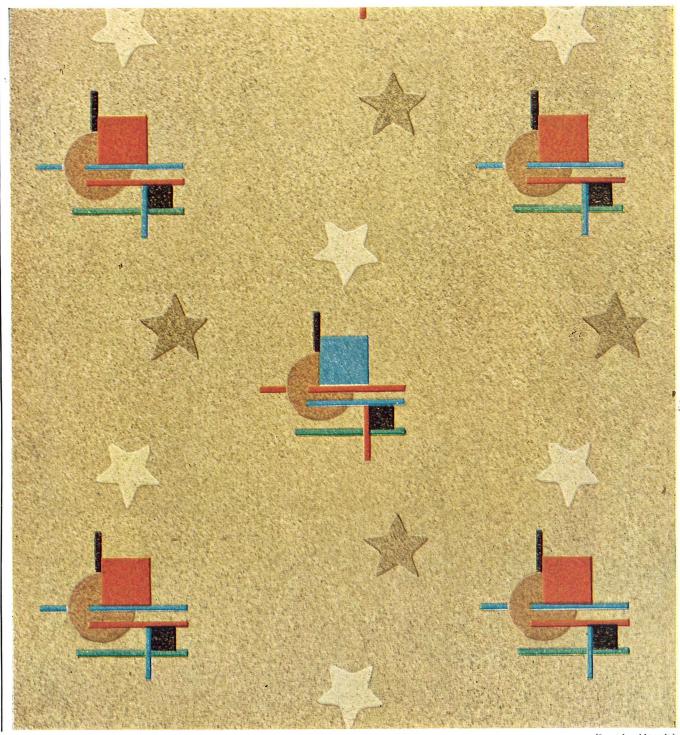
Border	
Linostrip	
Linowall, Full	or Dado No. 737
Cove and Base	Flash Type, No. 43
Trim	Old ivory

Upper Wall....Paper in Victorian scenes and stars in red, blue, white Curtain.....Cotton damask in red, blue, and white Upholstery.....Red or blue

#### Suggested Color Scheme for Bathroom

Border						No.	27
Linostrip						No.	43
Linowall,	Ful	or	Da	ado		No.	731
Cove and	Bas	е.	Fla	sh '	Type	e. No.	27
Trim						G	ray

Upper Wall......Paper in blue and yellow on gray
Curtain....Blue dotted Upholstery.....Blue



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 5662 Embossed Inlaid—Standard Gauge

Code Word: AIMRC

Design—This pattern with its mottled sandstone field provides a feeling of warmth and coziness. Accents of blue, burnt orange, jade, and umber inject more good cheer. Note stars in dark and light shades. Extremely decorative, they add a custom effect.

Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, night clubs, showrooms, restaurants, clubhouses, barber shops, tourist cabins.

#### Suggested Color Scheme for Library

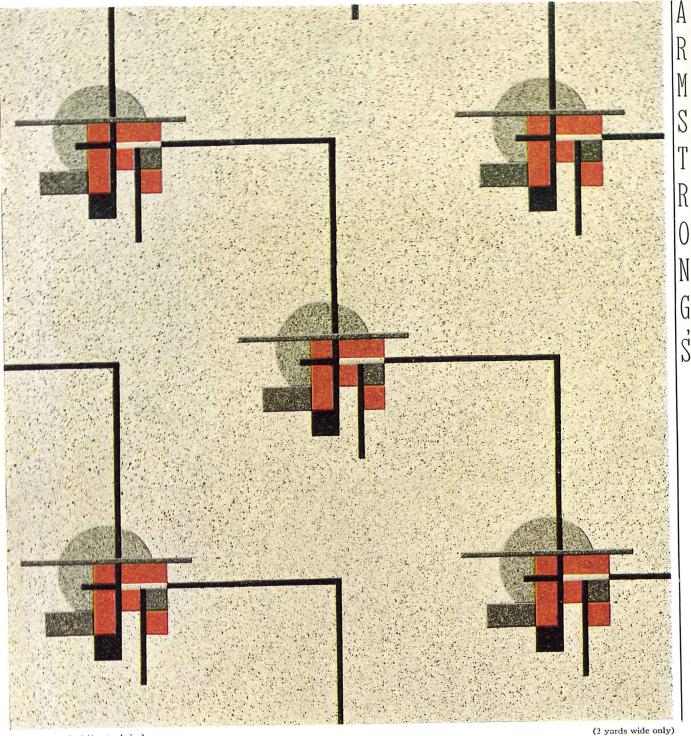
#### Suggested Color Scheme for Barber Shop

Border	5
Linostrip	3
Linowall, Full or Dado No. 73	5
Cove and Base. Flash Type, No. 4	
TrimPine, blue accen	t

Upper Wa	all	Ship design
	paper in bro	
Curtain	I	Brown chintz
		blue borde
Upholster	y	Blu

Border
Linostrip
Linowall, Full or Dado No. 73
Cove and Base. Flash Type, No. 2
TrimCream, jade accen

TT 317-11	Domboo design
Upper Wall	Bamboo design
	paper, honey color
Curtain	
	peasant print
Upholstery	Green or brown



(Approximately 1/4 actual size)

# No. 5670 Embossed Inlaid—Standard Gauge

Code Word: AIMSN

Design—In this new open ground overlay design, gray discs, red blocks, and a tracery of black have as their setting a salt and pepper field. Note the unusual grouping of circular and block accents. The design is fine for either homes or business houses.

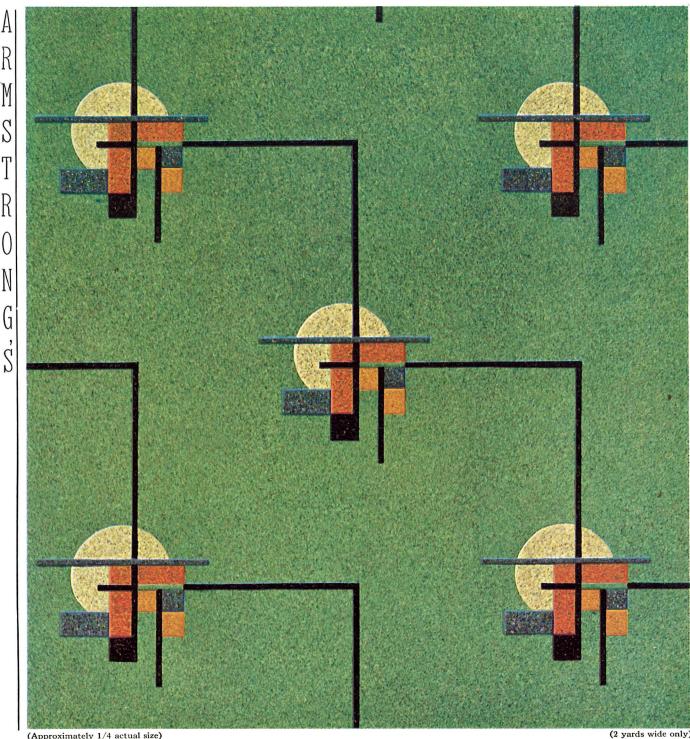
Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, studies, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, showrooms, restaurants, clubhouses, exhibits, hotel and apartment lobbies, barber shops, powder rooms.

#### Suggested Color Scheme for Powder Room

Upper Wall.....Large flowered
paper in Chinese red, green,
and gray on black
Curtain....Gray satin
Upholstery....Same as curtain

#### Suggested Color Scheme for Candy Shop

Trim. Ivory, red and black accent Curtain. Red and white check oiled silk Upholstery. Red



(Approximately 1/4 actual size)

#### (2 yards wide only)

# No. 5671 Embossed Inlaid—Standard Gauge

Code Word: AIMVO

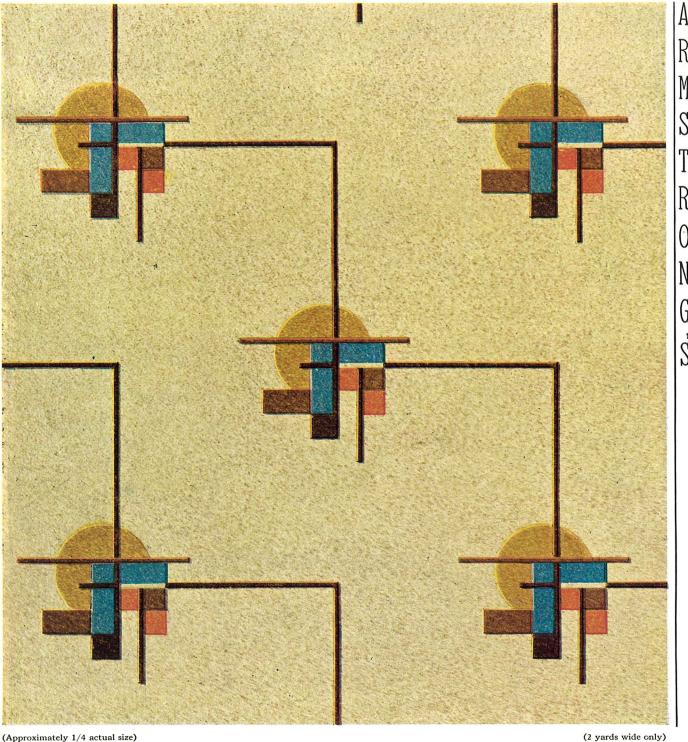
Design—Here the new bronze green forms a pleasing background for an array of striking colors. Burnt orange, blue, red, and black accents have been cleverly arranged to avoid any hint of monotony. Sandstone discs and gray and black overlay lines provide

added interest. Quite suitable for both large and small areas. Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, breakfast rooms, rear entries, small stores, restaurants, tea rooms, barber shops, tourist cabins.

#### Suggested Color Scheme for Tea Room

#### Suggested Color Scheme for Bathroom

Upper Wall......Paper with
green and white coin
dots on green
Upholstery.....White



(Approximately 1/4 actual size)

# No. 5672 Embossed Inlaid—Standard Gauge

Code Word: AIMWE

**Design**—This open ground pattern with its setback diagonal effects glows with an appealing smartness. The sandstone field makes a rich background for the red, blue, and brown accent blocks. The curved line of the gold discs adds softness and grace.

Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, night clubs, restaurants, clubhouses, tourist cabins, showrooms, barber shops.

#### Suggested Color Scheme for Restaurant

 
 Border
 No. 20

 Linostrip
 No. 41

 Linowall, Dado
 No. 736

 Cove and Base. Flash Type, No. 20
 Upper Wall...Hunting scenes paper Trim......Walnut, orange accent Curtain....Rough textured fabric Upholstery......Orange

#### Suggested Color Scheme for Sun Porch

Border No. 20	Upper Wall Light blue
Linostrip	Trim Pine, blue accent
Linowall, Full or Dado No. 735	CurtainFlowered chintz
Cove and Base. Flash Type, No. 20	UpholsteryBlue or tan

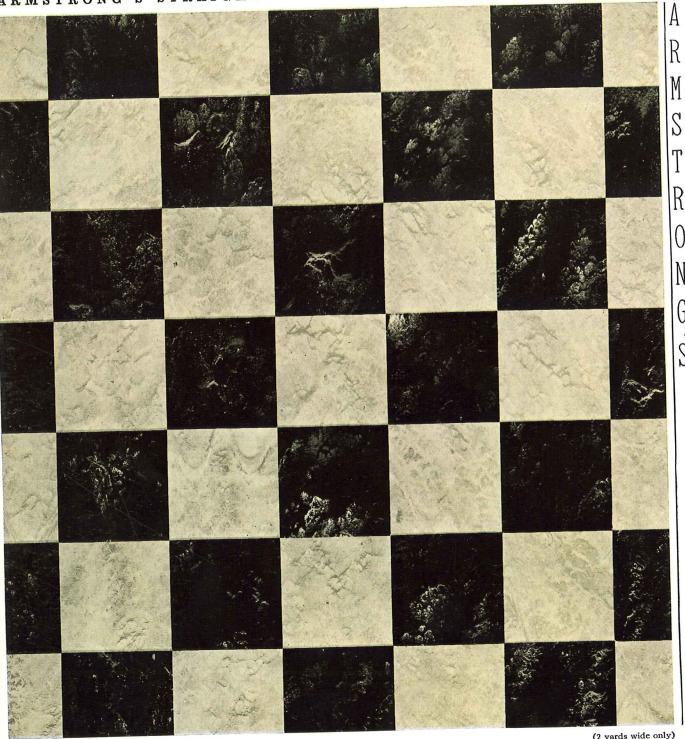


# STANDARD STRAIGHT LINE—LOWEST PRICED INLAID LINOLEUM—OFFERS COMBINATION OF STYLE, BEAUTY, AND DURABILITY

Comparing favorably with heavier-gauged patterns from the standpoint of excellence of design and richness of coloring, Standard Straight Line has the added advantage of being the lowest priced type of Armstrong's Inlaid Linoleum. This feature is important where building or remodeling budgets are limited, since it permits economy without sacrifice of beauty.

Because the colors are inlaid, the design is more durable than in Printed linoleum, although the cost is only slightly higher. This line contains an assortment of design effects and colorings that provides a suitable flooring for almost any residential or commercial area. For example, many stores or offices have need for a marbleized tile effect at less cost than Marbelle cut into blocks. In this line, this need is met by No. 0427, which consists of allover marble blocks with the graining alternating for greater interest.

Another handsome Standard Straight Line pattern is shown "in action" above. Here, in No. 0375, the network of overlay lines ties together the three main areas of the kitchen, which also serves as a darkroom, sewing-room, laundry, and art studio. The wall is No. 706 Linowall with an oriental blue Linostrip at the ceiling and Flash Type Cove and Base at the floor.



(2 yards wide only)

(Size of Blocks-4½" x 4½")

# No. 0286 Straight Line Inlaid—Standard Gauge

Code Word: DSICAVU

Design—In certain rooms, nothing is more desirable than a simple black and white block pattern. Where this is the case, No. 0286 provides a floor of considerable interest, due to the fact that the black and white units are marbleized rather than solid colors.

Where to Use-Kitchens, bathrooms, entrance halls, diningrooms, sun porches, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, hospitals, schools, barber shops.

#### Suggested Color Scheme for Entrance Hall

Border No. 27
Cove and Base Flash Type, No. 27
Wall Chinese design paper in green, pink, white

### Suggested Color Scheme for Bathroom

Upper Wall . . . . . Paper in yellow, silver, white Trim . . . . Yellow, black, and silver Curtain . . . White, cellophane stripe Rug . . . . . Yellow



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 0356—Straight Line Inlaid—Standard Gauge

Code Word: DSBON

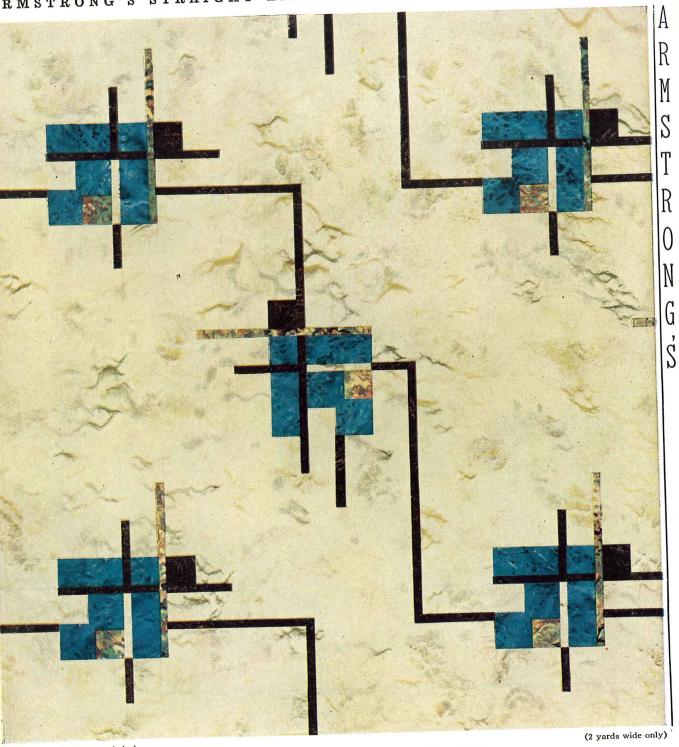
Design—Small squares of olive green, red, and nubian accent an iridescent brown block in colors as rich as stained glass. The marbleized squares, the overshot interliners, and the extra accent colors make this pattern exceptionally bright and cheerful. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, beauty parlors, barber shops, restaurants, sun porches.

# Suggested Color Scheme for Bathroom

# Upper Wall...Green and silver paper Trim......Ivory-white and silver Curtain.....Gold and silver plaid oiled silk

#### Suggested Color Scheme for Kitchen

Border No. 27	Upper WallCream paper
Linostrip No. 23	TrimIvory-white, green,
Linowall, Full or DadoNo. 702 Cove and Base. Flash Type, No. 27	and rose CurtainFlowered oiled silk



(Approximately 1/4 actual size)

# No. 0375 Straight Line Inlaid—Standard Gauge

Code Word: DSFAT

**Design**—Here is another of the popular open ground overlay designs. This time the accent color is blue, the style leader of the year. The tan, black, or jewel colors may also be repeated in the walls, trim, and furnishings of a room in the development of a

great variety of charming and attractive decorative schemes. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, sandwich shops, tearooms, grocery stores, coffee shops, laundries, cabins.

#### Suggested Color Scheme for Lavatory

Suggested Color Sc.	neme for havacory
Border No. 45 Linostrip No. 43	Upper WallBlue paper with tan, peach, and white design TrimTaupe

### Suggested Color Scheme for Sandwich Shop

Border
Vinestrip No. 43
Linostrip
Cove and Base. Flash Type, No. 27
Cove and Base Flash Type, 110. 2.

Upper Wall ..... Painted blue Trim ... White with dark blue stripe Curtain ..... White dotted swiss with blue dots



(Approximately 1/4 actual size)

(2 yards wide only)

#### No. 0376 Straight Line Inlaid—Standard Gauge Code Word: DSFEY

Design—Shades of brown and rose give warmth to the deeply marbled field which predominates this open ground overlay design. Mandarin red, cream, fawn, and black serve as secondary highlights and give cues to many attractive color combinations.

Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, showrooms, haberdasheries.

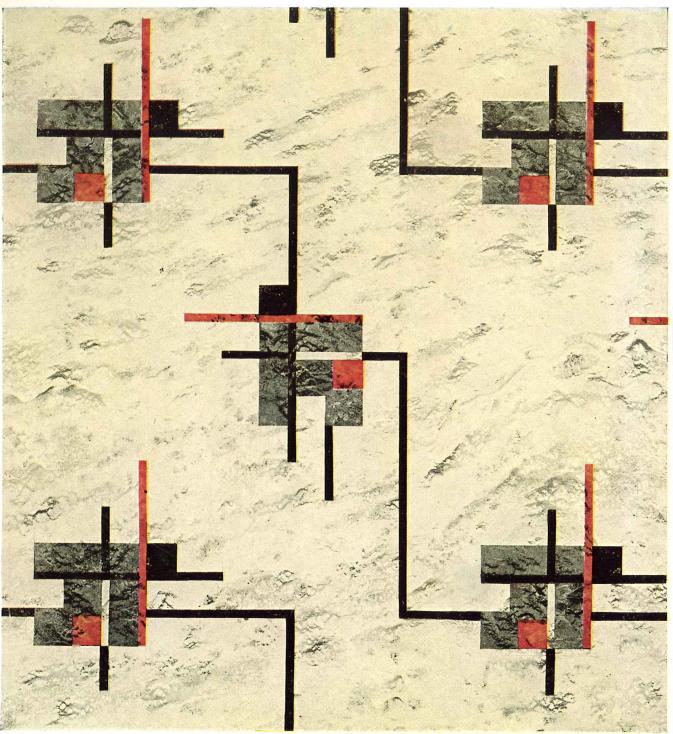
#### Suggested Color Scheme for Haberdashery

# 

#### Suggested Color Scheme for Beauty Shop

Border		.No. 27
Linostrips	Nos. 38	and 23
Cove and Base	Flash Type	No. 27
Wall Peac	h walls, black	ceiling

Trim		. P	each	ı wi	th	rose	an
				b	la	ck ac	cen
Curtain	1	Das					
Upholstery.						B	lac



(Approximately 1/4 actual size)

(2 yards wide only)

R

# No. 0377 Straight Line Inlaid—Standard Gauge

Code Word: DSFID

**Design**—Thoroughly in tune with today's vogue for combinations of black, white, and red, this conservative pattern employs unusual perspective in its design. This, together with the subdued con-

trast tones of coral and gray, helps make small rooms seem larger. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals.

#### Suggested Color Scheme for Dress Shop

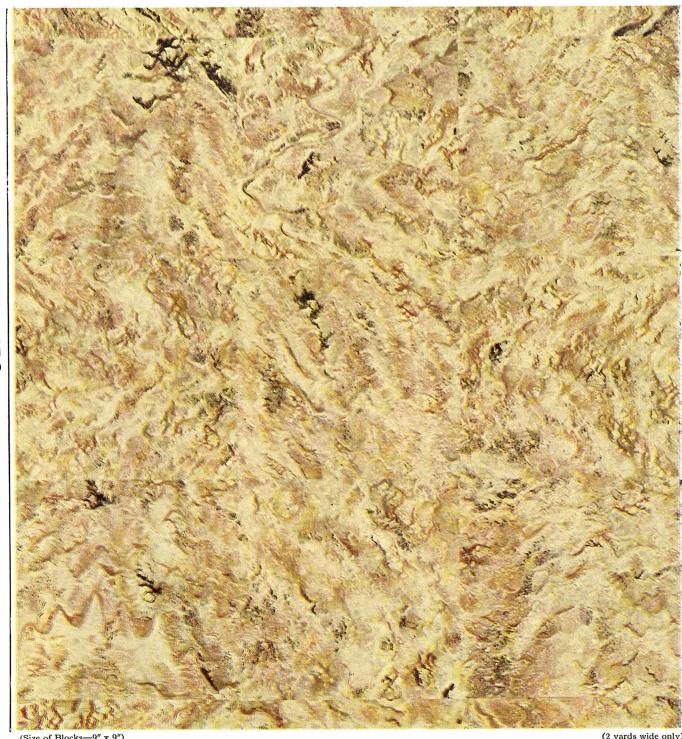
Border ... No. 27
Linostrips ... Nos. 26 and 39
Linowall, Full or Dado ... No. 732
Cove and Base .. Flash Type, No. 27
Upper Wall ... Chinese red

#### Suggested Color Scheme for Drug Store

Border ... No. 27
Linostrips ... Nos. 23 and 24
Linowall, Full or Dado ... No. 703
Cove and Base . Flash Type, No. 27

Upper Wall ..... Cream gray
Trim ... Cream gray—black accent
Curtain ..... Off-white mohair
Upholstery ..... Black leather

R S G



(Size of Blocks-9" x 9")

#### (2 yards wide only)

# No. 0382 Straight Line Inlaid—Standard Gauge

Code Word: DSOMAOD

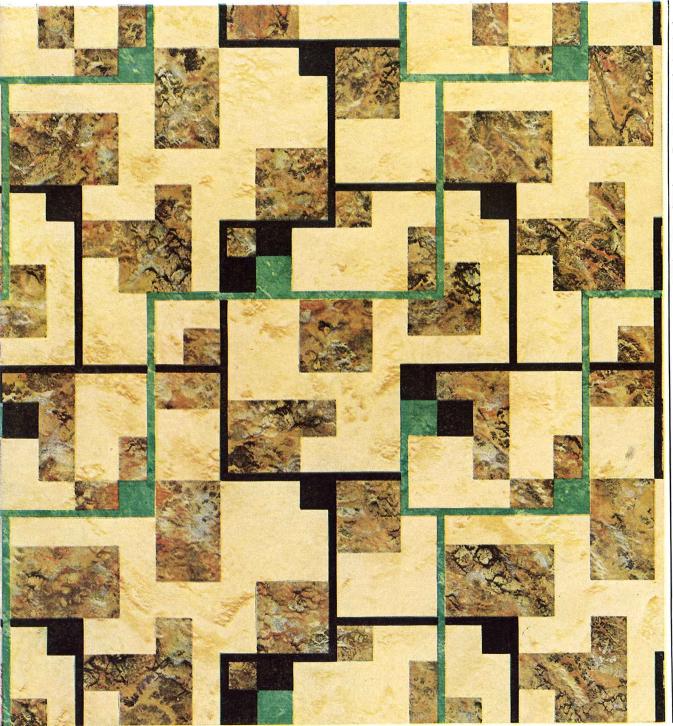
Design—This warm, subdued pattern is both practical from the standpoint of concealing footprints and tracked-in dirt, and serviceable because it can be used to advantage in an unusually wide range of room types. Typical decorative schemes repeat the peach, red, brown, or cream highlights of the floor in other furnishings.

Where to Use—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, club-houses, hospitals, exhibits, barber shops, airport terminals.

#### Suggested Color Scheme for Dining-room

Upper Wall...Classic modern paper in rust, taupe, and white Curtain...Rust ribbed cotton velvet Upholstery.....Same as drapery Rug.....Taupe

#### Suggested Color Scheme for Lavatory



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 0408 Straight Line Inlaid—Standard Gauge

Code Word: DSAZA

**Design**—Burnt umber and green connecting bands give added zest to this modern design of large and small blocks on a marbled sun tan ground. The pattern is a deservedly popular one, for it

helps to make small or poorly lighted rooms more cheerful. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rearentries, barbershops, laundries, showrooms, coffee shops.

#### Suggested Color Scheme for Bathroom

Border No. 46
Linostrip No. 28
Linowall, Full or Dado No. 706
Cove and Base Flash Type, No. 46
Upper Wall Painted tan

Taupe
Curtain Peach net with
Curtain Peach net with
Upholstery Peach
Rug Peach

#### Suggested Color Scheme for Breakfast Room

Border ... No. 27 Linostrips ... Nos. 42 and 41 Linowall, Full or Dado ... No. 735 Cove and Base .. Flash Type, No. 27 Curtain ... Green oiled silk Trim......White with green and orange accent
Upper Wall.....Paper in silver,
orange, and green
Upholstery.........Green



(Approximately 1/4 actual size)

#### (2 yards wide only)

# No. 0415 Straight Line Inlaid—Standard Gauge

Code Word: DSDAW

**Design**—This new design effect consists of long parallel bands in alternating tones of marbleized material. Dark salmon, the dominating color of the inset-type accent blocks, is picked up in the general tone of the marbleized areas. The narrow bands of gold

Marbelle between the sections resemble Linostrips and further increase the custom-designed directional feeling of the entire pattern. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, beauty parlors, restaurants, and barber shops.

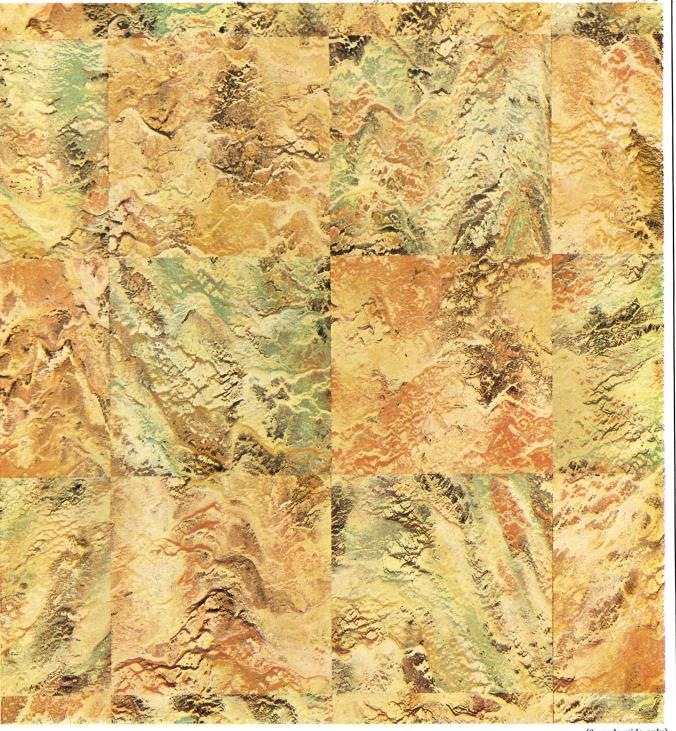
#### Suggested Color Scheme for Sun Porch

# Suggested Color Scheme for Bathroom

Border
Linowall, Full or Dado No. 738
Cove and Base Flash Type, No. 033
TrimBrown

Curtain......Glazed chintz, green
palm leaves and black and
white zebras on brown ground
Upholstery......Green

Upper Wall .... Tangerine paper with peach plaid
Trim .... To match No. 736
Curtain ... Peach organdy



(Size of Blocks-9" x 9")

(2 yards wide only)

# No. 0427 Straight Line Inlaid—Standard Gauge

Code Word: DSECN

Design—Here in this bright marbleized pattern, 9" blocks—in a dominant tone of peach—have been contrasted with squares in an appealing shade of the new blue green. Highlights of nasturtium, employed prominently in the peach blocks, are repeated in

the contrasting squares to create an effect of unity and harmony. Where to Use—Kitchens, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, offices, show-rooms, restaurants, exhibits, barber shops, and tourist cabins.

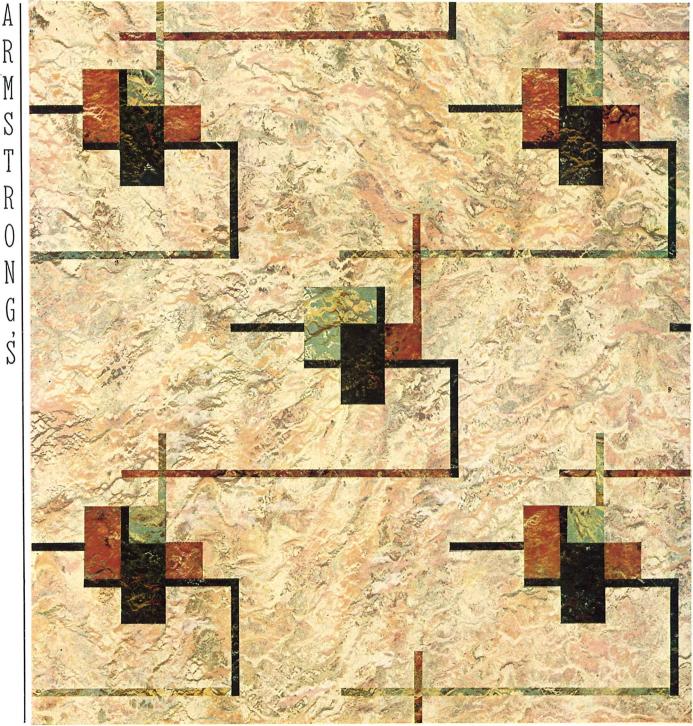
#### Suggested Color Scheme for Breakfast Room

Border No. 42
Linostrips Nos. 22 and 49
Linowall, Full or Dado No. 732
Cove and Base Flash Type, No. 42

Upper Wall. Modern paper in gray, Trim. Cream gray
Curtain. Green silk
Upholstery. Green

# Suggested Color Scheme for Sun Porch

Trim......Milan green
Curtain...Linen in green
and coral
Upholstery...Coral or green



(Approximately 1/4 actual size)

#### (2 yards wide only)

# No. 0435 Straight Line Inlaid—Standard Gauge

Code Word: DSEDO

Design—This small detail design impressed on an open ground field seems to add spaciousness to kitchens, pantries, and other small rooms. The color scheme combines a field of this season's

popular peach shade with accents of russet, light jade, and black. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, stores, restaurants, tearooms, and barber shops.

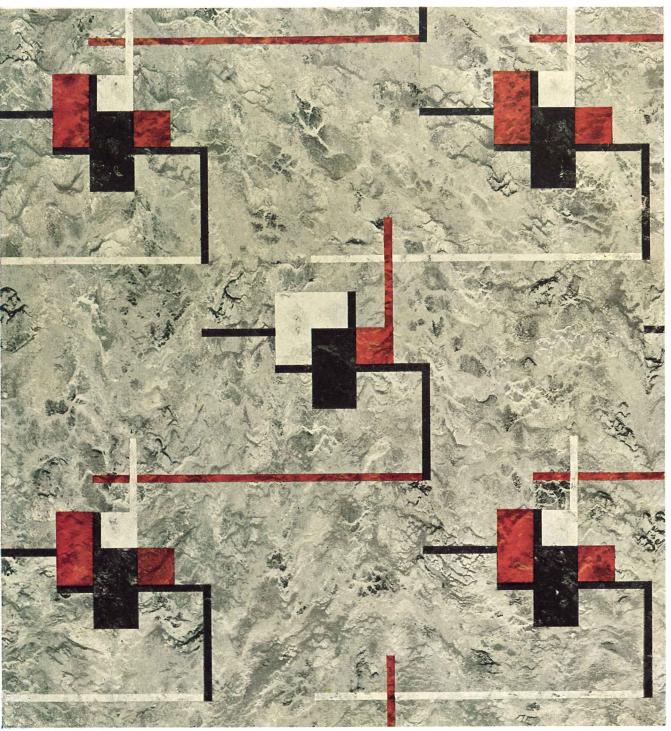
#### Suggested Color Scheme for Kitchen

#### Border ... No. 42 Linostrips ... Nos. 23 and 27 Linowall, Full or Dado ... No. 705 Cove and Base . Flash Type, No. 42 Upper Wall ... Rose tint

Trim......Rose tint with black accent Curtain...Green and white polka dot glazed chintz Upholstery....Black leather

#### Suggested Color Scheme for Grocery Store

Border
Linostrip
Linowall, Full or DadoNo. 737
Cove and Base. Flash Type, No. 46
Upper Wall Ivory



(Approximately 1/4 actual size)

(2 yards wide only)

G

### No. 0436 Straight Line Inlaid—Standard Gauge

Code Word: DSEGR

**Design**—This new, refreshing open ground pattern is equally appropriate for small or large rooms. The compact overlay blocks are black, white, and scarlet on a field of silver-gray marble.

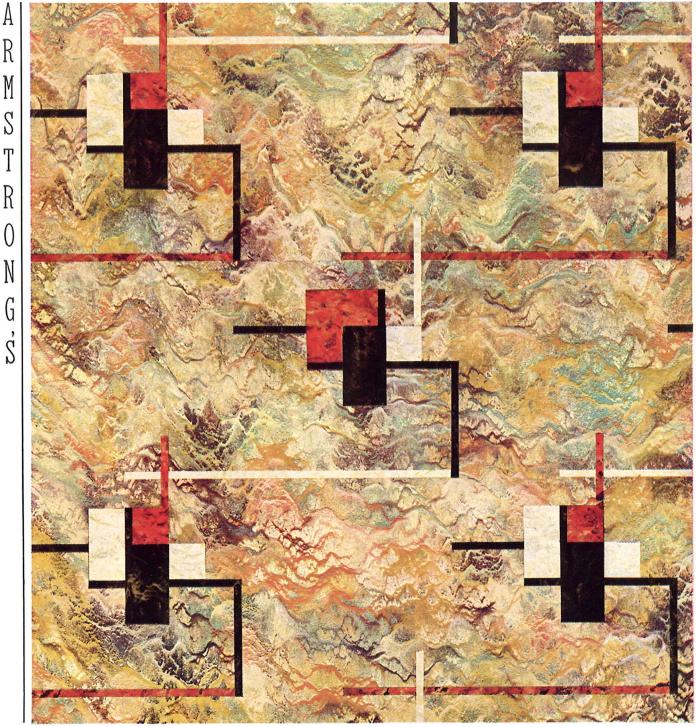
Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, laundries, large stores, beauty parlors, showrooms, restaurants, hospitals, schools, hotel and apartment lobbies.

#### Suggested Color Scheme for Laundry

	pubbonou coror po	IIOIIIO IOI MARAMAN	
Border	<b>N</b> o. 39	Upper WallCre	ean
Linostrip		gray pa	ain
	or DadoNo. 732	CurtainWhite oiled silk,	
Cove and Base	. Flash Type, No. 39	rickrack trimm	ing
	Cream gray	Upholstery Red leat	the

#### Suggested Color Scheme for Drug Store

puggoneea color non	
Border	TrimCream gray with
LinostripsNos. 23 and 39	Chinese red accent
Linowall, Dado	CurtainNatural oiled silk
Cove and Base. Flash Type, No. 27	with design in white
Upper WallCream gray paint	Upholstery Black leather



(Approximately 1/4 actual size)

(2 yards wide only)

### No. 0437 Straight Line Inlaid—Standard Gauge

Code Word: DSEHS

Design—Widely spaced overlay accents in walnut, scarlet, and ivory have been contrasted with a mottled background in this attractive marbleized pattern. The feeling of roominess in this

design makes it suitable for commercial or home installations. Where to Use—Kitchens, breakfast rooms, rear entries, small stores, restaurants, barber shops, tea rooms, and lunch rooms.

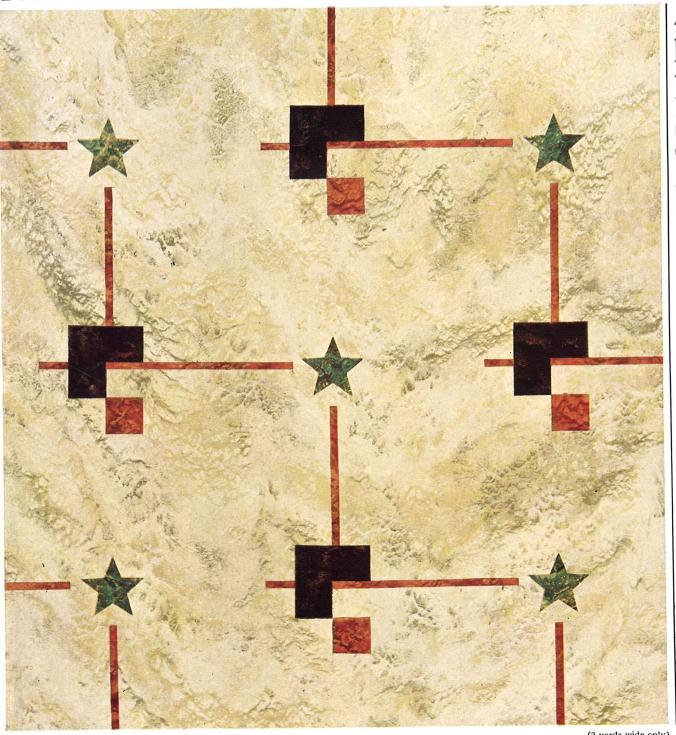
#### Suggested Color Scheme for Tea Room

# Border No. 46 Linostrip No. 44 Linowall, Full or Dado No. 700 Cove and Base Flash Type, No. 46 Curtain Brown oiled silk

# Suggested Color Scheme for Kitchen der......No. 46 Upper Wall.....

Border ... No. 46
Linostrip ... No. 39
Linowall, Full or Dado ... No. 702
Cove and Base ... Flash Type, No. 46
Trim .. Semi-lustre cream, red accent

Upper Wall......Semi-lustre
cream paint
Curtain....Chintz—red, brown,
green on yellow ground
Upholstery....Red



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 0455 Straight Line Inlaid—Standard Gauge

Code Word: DSNKU

**Design**—Here is a cheerful pattern that will both lighten and brighten a room. The interesting scarlet and umber overlay forms a pleasing diagonal feeling on the antique ivory ground. Sage stars add a fresh note that helps create a custom floor effect.

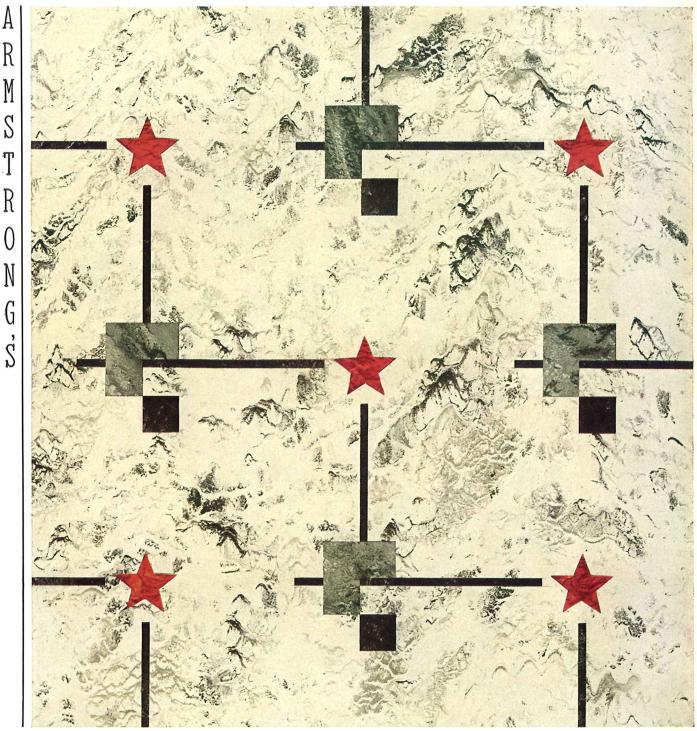
Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, showrooms, restaurants, schools, exhibits, barber shops, tourist cabins, and night clubs.

#### Suggested Color Scheme for Bake Shop

Eughoneen	
Border No. 46 Linostrip No. 38 Linowall, Full or Dado No. 737 Cove and Base Flash Type, No. 46	Upper WallPainted turquoise CurtainMulticolored flowered dimity TrimTurquoise, brown accent

#### Suggested Color Scheme for Breakfast Room

Border	Upper WallChinese design pape
Linostrip	on red ground
Linowall, Full or Dado No. 732	TrimGray
Cove and Base. Flash Type, No. 39	Curtain White celanese voil



(Approximately 1/4 actual size)

# No. 0456 Straight Line Inlaid—Standard Gauge

Code Word: DSNOY

**Design**—In this pattern a long admired color combination is used in a fresh, distinctive way. Vivid scarlet stars interrupt the black and gray overlay adding warmth and charm to the white marbleized field. This widely useful design meets a ready demand.

Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, libraries, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, restaurants, clubhouses, barber shops, tourist cabins, studies, reception rooms, showrooms, exhibits.

(2 yards wide only)

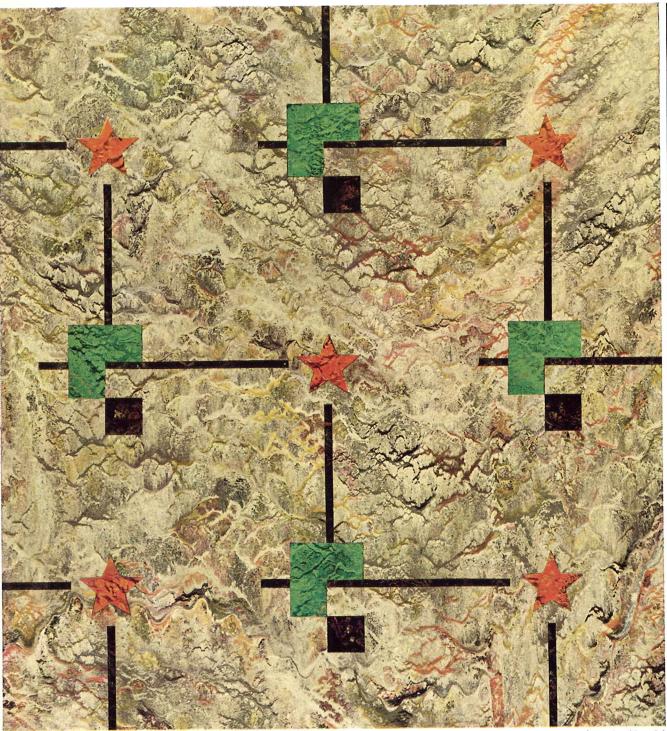
#### Suggested Color Scheme for Hotel Dining-room

Border ... ... No. 22
Linostrips ... .. Nos. 49 and 33
Linowall, Full or Dado ... No. 704
Cove and Base .. Flash Type, No. 22
Upper Wall ... Chartreuse

Trim ... ... White, coral, and chartreuse accent
Curtain ... Figured stripe in coral, chartreuse, white, and yellow
Upholstery ... Coral

#### Suggested Color Scheme for Reception Room

Border         No. 27           sinostrip         No. 23           sinowall, Dado         No. 703           Jpper Wall         No. 704           Love and Base         Flash Type, No. 27	TrimBlack or gray CurtainChintz in black, gray, green, and white UpholsteryBlack or gray RugGray



(Approximately 1/4 actual size)

(2 yards wide only)

R

R

# No. 0457 Straight Line Inlaid—Standard Gauge

Code Word: DSNRB

Design-Many clever decorative schemes could be used with this pattern whose variegated ground is flecked with tones of gold, orange, and black. Note here, too, the jade green accent, and the orange stars inset between the broken overlay—both new effects. Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, small and large stores, rear entries, offices, night clubs, showrooms, restaurants, clubhouses, exhibits, barber shops, tourist cabins, coffee shops.

#### Suggested Color Scheme for Breakfast Room

Border No. 42
Linostrip No. 45
Linowall, Dado No. 700
Cove and Base. Flash Type, No. 42
Curtain Green silk gauze

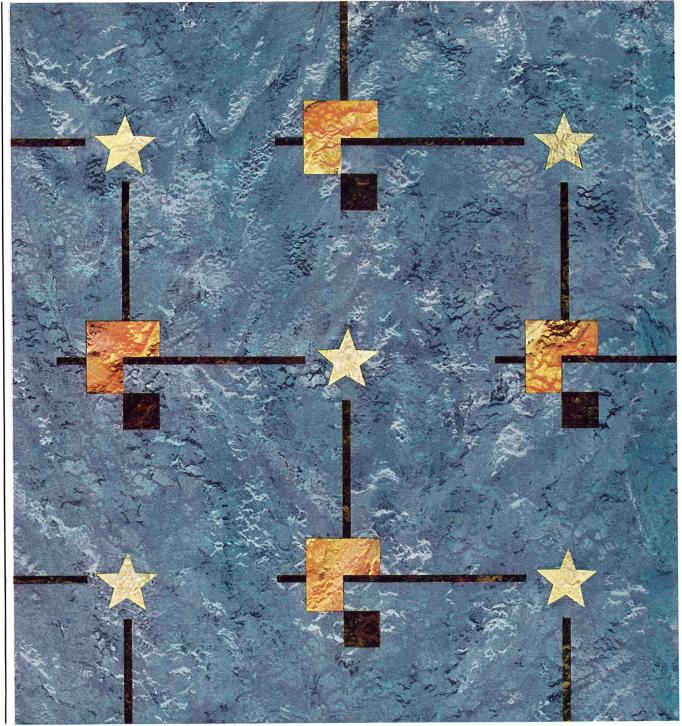
Upper Wall . . . . Paper in multicolor floral design
Trim Light green,
yellow accent
Upholstery Green or yellow

#### Suggested Color Scheme for Office

Border ... No. 46
Linostrip ... No. 39
Linowall, Full or Dado ... No. 737
Cove and Base ... Flash Type, No. 46
Curtain .Red and tan cotton damask

Upper Wall ... Monotone striped paper in light tan
Trim ... Ivory, red and
brown accent
Upholstery ... Red and brown





(Approximately 1/4 actual size)

(2 yards wide only)

# No. 0458 Straight Line Inlaid—Standard Gauge

Code Word: DSNAK

**Design**—This pattern illustrates an important design note—the use of stars to create a custom effect. An orange and umber overlay is broken at the corners by ivory stars, thus skillfully producing a pleasing diagonal feeling on the marbleized ground.

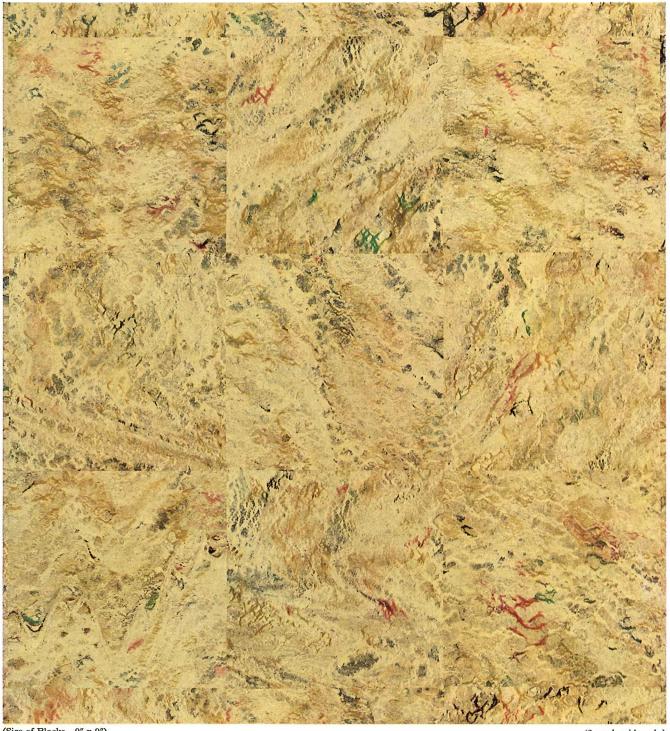
Where to Use-Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, night clubs, showrooms, restaurants, clubhouses, schools, exhibits, tourist cabins, theatres.

# Suggested Color Scheme for Book Shop Border ... No. 46 Linostrips ... Nos. 29 and 45 Linowall, Full or Dado ... No. 735 Cove and Base .. Flash Type, No. 46

# Upper Wall Painted buff Curtain Printed linen in blue, tan, and rust Trim Pine

#### Suggested Color Scheme for Bathroom

Border	Upper WallBlue and white paper
Linostrip	Trim
Linowall, Full or Dado No. 731	CurtainBlue oiled silk
Cove and Base. Flash Type, No. 30	UpholsteryWhite



(Size of Blocks-9" x 9")

(2 yards wide only)

# No. 0612 Straight Line Inlaid—Standard Gauge

Code Word: DSARN

Design—Here is a very usable pattern which provides a wealth of well blended colors to be picked up by any number of room treatments—red, green, black, and gray, burnt sienna, brown, gold, peach, and cream. The tones which are repeated in the decorative scheme are emphasized, while the others become subdued.

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, showrooms, restaurants, hospitals, hotel and apartment lobbies, beauty about the contraction of the land apartment of the land apartment. barber shops, tourist cabins, grocery stores, bake shops, tea rooms.

#### Suggested Color Scheme for Kitchen

Border
Linostrip
Linowall, Full or Dado No. 706
Cove and BaseFlash Type, No. 021

Curtain...Natural ground oiled silk with red and white plaid Upper Wall...Ivory paper, red dots Trim.....Cream

#### Suggested Color Scheme for Beauty Shop

Border														.No	٥.	27
Linostrip														.No	٥.	45
Linowall,	D	ac	lo											No.	7	02
Cove and	В	as	e.	F	1	a	sl	h	7	٦,	v	n	0	No	1	27

Upper Wall ... Rose and tan paper Trim ... ... Taupe Curtain ... ... Tan celanese voile Upholstery ... ... Tan leather



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 0634 Straight Line Inlaid—Standard Gauge

Code Word: DSFYL

Design—Almost unlimited adaptability is an outstanding quality of this pattern, which is suggestive of fine parquetry. The irregular design gives the impression that several more than the three shades of brown occur in the coloring. Any tans or browns, as well as governments and the state of brown occur in the coloring. gay, bright contrasts, may be used for attractive room settings.

Where to Use-Kitchens, bathrooms, entrance halls, diningrooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches.

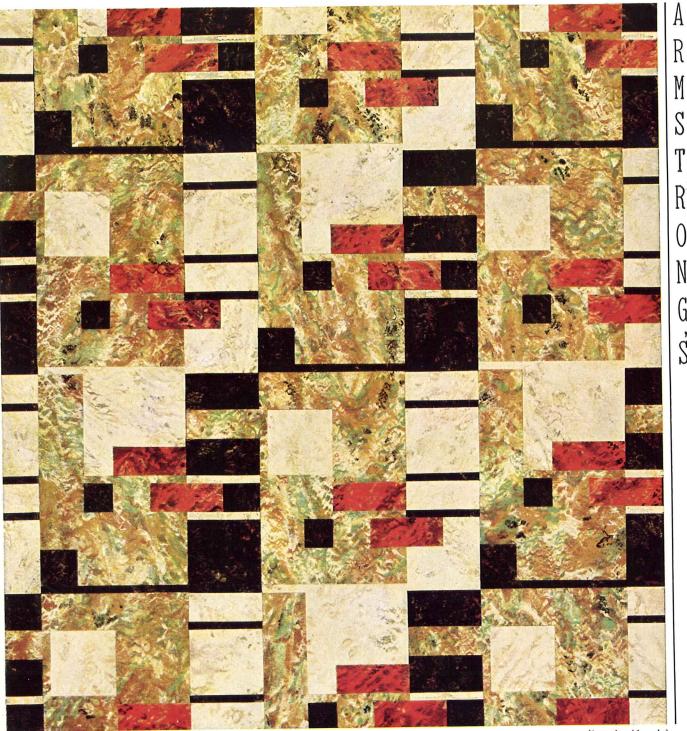
#### Suggested Color Scheme for Library

# Border No. 46 Linostrip No. 33 Linowall, Full or Dado No. 736 Cove and Base Wood Upper Wall Chartreuse

# Suggested Color Scheme for Apartment House Lobby

Border	0.46
LinostripN	o. 45
Linowall, Full or Dado No	. 735
Cove and BaseV	Vood
Unner Wall Light nink and t	white

Trim	Pine with rose and
	brown accentPrinted chintz—rose
	and beige on brown Beige or brown



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 0680 Straight Line Inlaid—Standard Gauge

Code Word: DSCRE

**Design**—Today's color schemes, making use of bold Chinese red or green, can be tastefully based upon or emphasized by the bright accents in this modern floor design. The squares and bars of black and burnt umber likewise complement dark contrasts in

the decoration and furnishing of residences or business rooms. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, exhibits, barber shops, locker rooms, corridors.

### Suggested Color Scheme for Kitchen

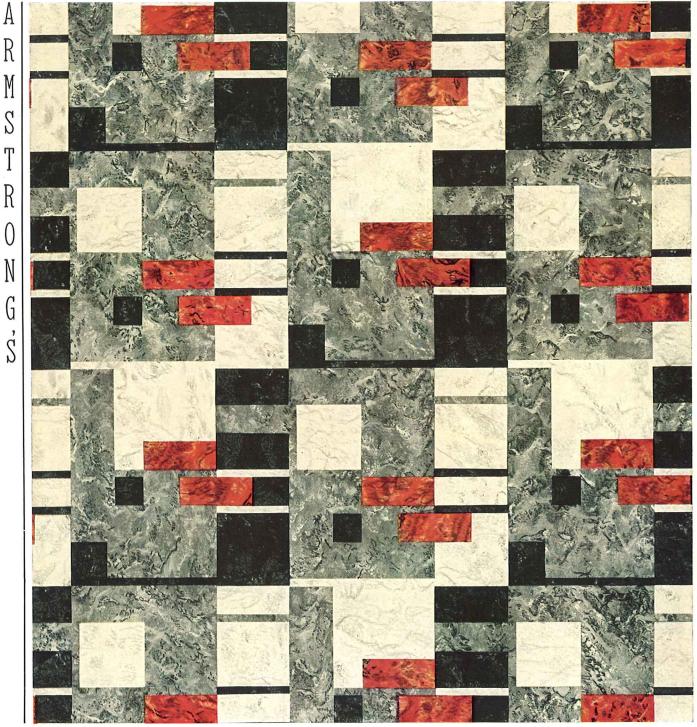
Border No. 27
Linostrip No. 42
Linowall, Full or Dado. No. 700
Cove and Base Flash Type, No. 27
Upper Wall Painted ivory

Trim Ivory white, black, and green trim Curtain Green net Upholstery Green sail cloth

#### Suggested Color Scheme for Beauty Parlor

Border
LinostripsNos. 39 and 23
Linowall, Full or DadoNo. 737
Cove and Base . Flash Type, No. 27
Upper Wall Chinese red

Trim	Ivory with black
	and gold trim
Curtain	Gold Revolite
Upholstery	Black leather
Riig	Black



(Approximately 1/4 actual size)

(2 yards wide only)

# No. 0681 Straight Line Inlaid—Standard Gauge

Code Word: DSCUZ

**Design**—Strictly modern in design and coloring, this clean-cut pattern will give effective support to interiors which are decorated in plain, strong colors. Its closely knit design elements many times will solve the problem of a room which seems over-large for its

purpose. Scattered furnishings become more closely held together. Where to Use—Kitchens, bathrooms, entrance halls, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, hotel and apartment lobbies, tourist cabins, barber shops, tearooms.

#### Suggested Color Scheme for Lobby

#### Suggested Color Scheme for Kitchen

Border No	. 27
Linostrips Nos. 24 and	d 23
Linowall Lower Wall, No.	
Upper Wall, No.	
Cove and Base . Flash Type, No	. 27

Ceiling	Painted ivory
TrimGra	y with black accent
Curtain	. Chinese red velvet
UpholsteryRe	d or black leather
Rug	Red

Border	. No. 3
LinostripsNos. 2	7 and 2
Linowall	No. 70
Cove and Base Flash Type	, No. 3
Ceiling	Re

Trim	th red and
bl	ack accent
Curtain Printed ma	slin in red,
black	and white
Upholstery	Red

# SAFETY-BACK PERMITS EASY REMOVAL OF ARMSTRONG'S LINOFLOR WHEN PASTED TO SUBFLOORS WITHOUT LINING FELT

APPEALING to the person who is willing to pay more than is required for printed felt-base materials, and who would be a natural prospect for a pasted linoleum floor if cost were not the main consideration, Armstrong's Linoflor becomes a still more satisfactory solution to the floor problem, now that Linoflor can be pasted direct to wood or concrete subfloors without the necessity for lining felt.

Furthermore, the introduction of Armstrong's exclusive feature—Safety-Back—on this material has made it highly desirable for pasted installations, because the difficulty of removing it without injury to the subfloor has been entirely eliminated by Safety-Back.

#### , TWO TYPES

There are two types of Linoflor—Inlaid and Marbelle. The backing of both kinds of Linoflor is a special asphalt-saturated felt, and the durable wearing surface consists of an inlaid linoleum-type "mix."

#### HIGH STYLE

Although Linoflor costs less than linoleum, it is distinguished by the same excellence of design and the same high style that have made each of Armstrong's floor products a leader in its particular price group.

In Inlaid Linoflor, for example, recognition of one

of the latest style trends in pattern goods—namely, open ground effects in which the accent colors resemble hand-cut inset pieces—is found in such patterns as No. 18160. Another up-to-the-minute development, which has been extremely popular in Inlaid linoleum, is the use of overlay lines of brilliant colors on an open ground. This same effect will be found in such patterns as No. 18170.

Not only are style developments recognized in this line, but also the needs of various types of markets. While the strongly patterned effects are of primary interest to the residential market, allover marbleized floorings fill an important need in stores, restaurants, and

similar buildings. This need is met in Inlaid Linoflor by such patterns as No. 18055, and by a wide assortment of handsome colors in Marbelle Linoflor.

#### STRONG FELT BACKING

Armstrong's perfecting a special felt backing for Linoflor that would permit direct pasting is one of the most important recent developments in flooring.

More than two years of intensive research were devoted to this single phase of Armstrong's Quality Improvement Program—the problem being to produce a felt backing with shearing qualities that would enable it to perform the functions of a supplementary layer of lining felt, so that Linoflor could be pasted without requiring extra expense for lining felt to take up the expansion and contraction of subfloors.

## INCREASED USEFULNESS

In view of the excellent reception that was given this development, it was only natural that the additional advantage of Safety-Back should be incorporated as soon as possible. Today, possessing both these important features, Linoflor's appeal as a modestly priced flooring of excellent appearance and good durability is vastly increased. Not only in homes, but in hundreds of types of commercial establishments,

Linoflor is sure to find a ready welcome because it provides a pasted but readily removable linoleum-like flooring at the lowest possible cost.

Like Inlaid Linoflor, Marbelle Linoflor also is supplied with the Safety-Back, so that it may be easily removed where installed by pasting it to the floor without felt.

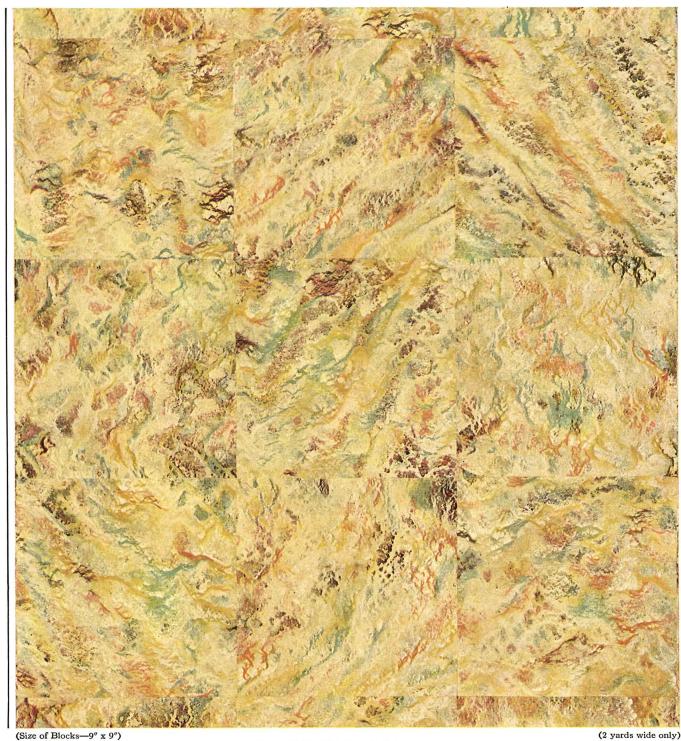
Where Linoflor is pasted, the method is essentially the same as for pasted linoleum floors laid without felt. This method is described in "Armstrong's Handbook for Linoleum Mechanics" and in separate specification sheets. Linoflor should not be laid over floors on or below grade. It is maintained with Armstrong's Floor Cleaner and Linogloss.

## LINOFLOR IS EASILY PASTED IN PLACE



Special felt used in Linoflor permits installation without lining felt over wood floors. Safety-Back aids removal.

ARMSTRONGS



## No. 18065 Inlaid Linoflor

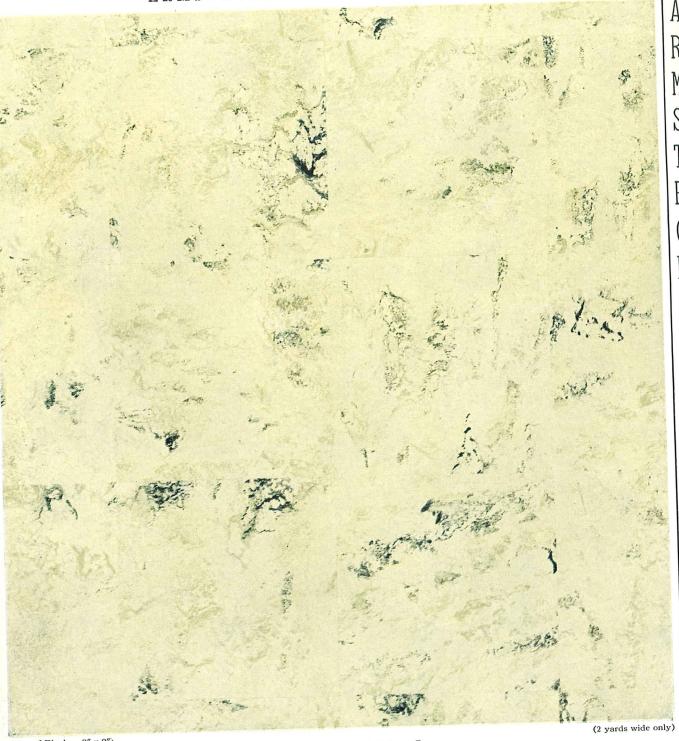
Code Word: LFCEN

**Design**—The feeling of spaciousness which this pattern creates is due as much to captured sunlight as to the cool, open graining of its allover marble design. Pale green, red, and beige are blended

to reflect, rather than to dominate, the decorative scheme. Where to Use—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, tourist cabins.

## Suggested Color Scheme for Beauty Parlor

## Suggested Color Scheme for Kitchen



(Size of Blocks—9" x 9")

## No. 18068 Inlaid Linoflor

Code Word: LFHEG

**Design**—Many times an all-white floor would be chosen either for daintiness, or to give maximum light or the proof of cleanliness to interiors, if only a practical pattern could be found. This pattern is desirably white, yet its soft marbling will overcome any

feeling of bareness which might otherwise be objectionable. Where to Use—Kitchens, bathrooms, powder rooms, breakfast rooms, rear entries, small and large stores, beauty parlors, banks, restaurants, hospitals, schools, barber shops, tourist cabins.

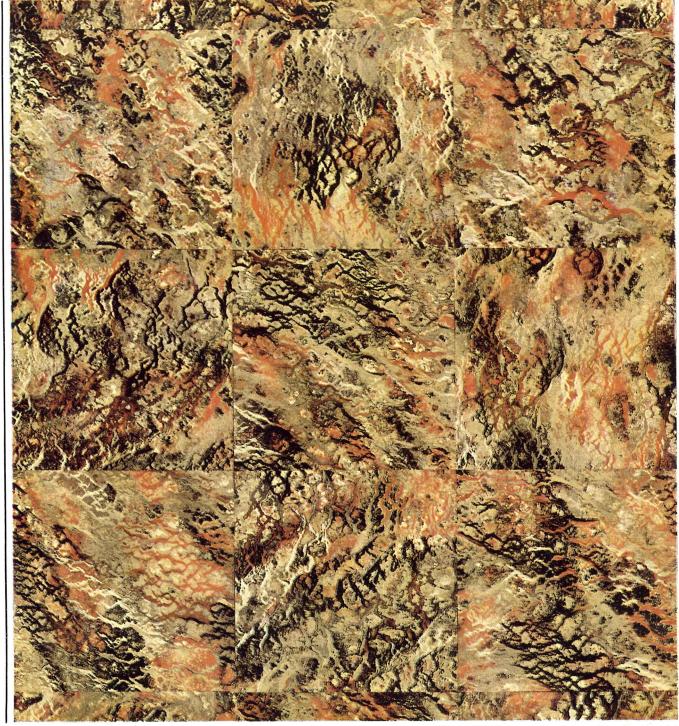
## Suggested Color Scheme for Powder Room

Suggested Color Person	
Border No. 27 Linostrip No. 37	Upper WallRose and gray CurtainGray organdy

## Suggested Color Scheme for Dress Shop

buggestou color in	
Border No. 27 Linostrip No. 33 Cove and Base . Flash Type, No. 27 Linostrip Chartreuse paint	Curtain Black and winter

A R M S T R O N G 3



(Size of Blocks-9" x 9")

## (2 yards wide only)

## No. 18069 Inlaid Linoflor

Code Word: LFHIT

**Design**—Because of its strong, dark marbling, this warm pattern is set off particularly well by light, plain colored rugs. At the same time, cream, tan, orange, or black may be used for highlight treatment in other room furnishings. Generally speaking, the darker

the color scheme employed, the more this pattern will seem to glow. Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, restaurants, lobbies, barber shops.

#### Suggested Color Scheme for Hotel Lobby

- 00		
Border No Linostrip No Cove and Base Flash Type, No Wall Cream gray p	o. 23 o. 27	Trim

#### Suggested Color Scheme for Sun Porch

Borde	ег									2.5	No.	27
Linos	trip										No.	45
Cove	and	Ba	se	 F	la	s	h	T	VI	e.	No.	27
Trim												

Curtain	. Heavy wool, green and
** * * * *	orange basket weave
Upholstery.	Green monks' cloth



(Approximately 1/4 actual size)

## No. 18141 Inlaid Linoflor

Code Word: LFHUK

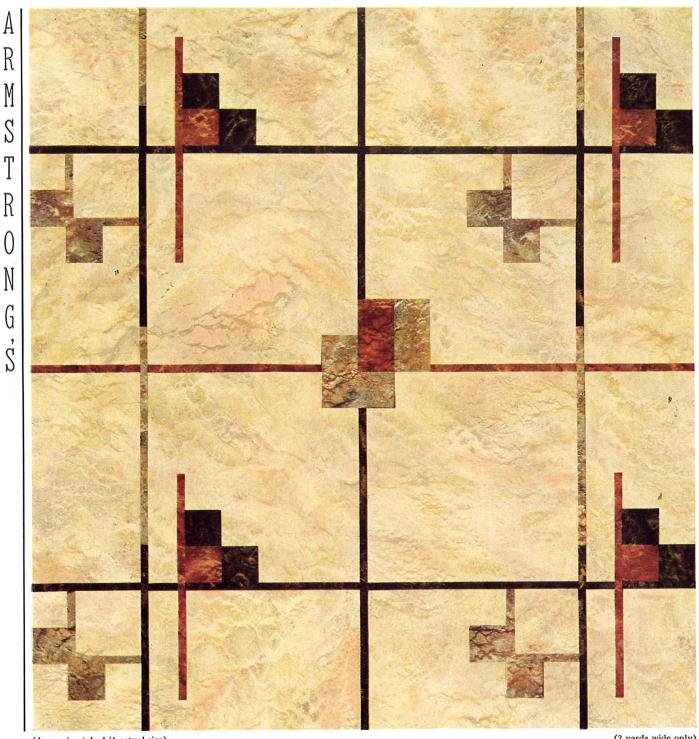
**Design**—The precise geometric design of this pattern suggests its use as a starting point for modernistic decoration. The colors are distinct and clean-cut, but the overall effect is one of restraint,

which permits combination with a wide range of color schemes. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops.

## Suggested Color Scheme for Bathroom

## Suggested Color Scheme for Kitchen

Border. No. 46 Curtain Printed brown chintz
Wall. Ivory
Upholstery. Red leather Trim. Ivory with Chinese red,
brown, and blue-green



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18170 Inlaid Linoflor

Code Word: LFNAL

**Design**—In this overlay tracery pattern with custom-floor-type insets, the formal effect caused by the large golden tan squares is broken up by the irregular placement of scarlet accent blocks.

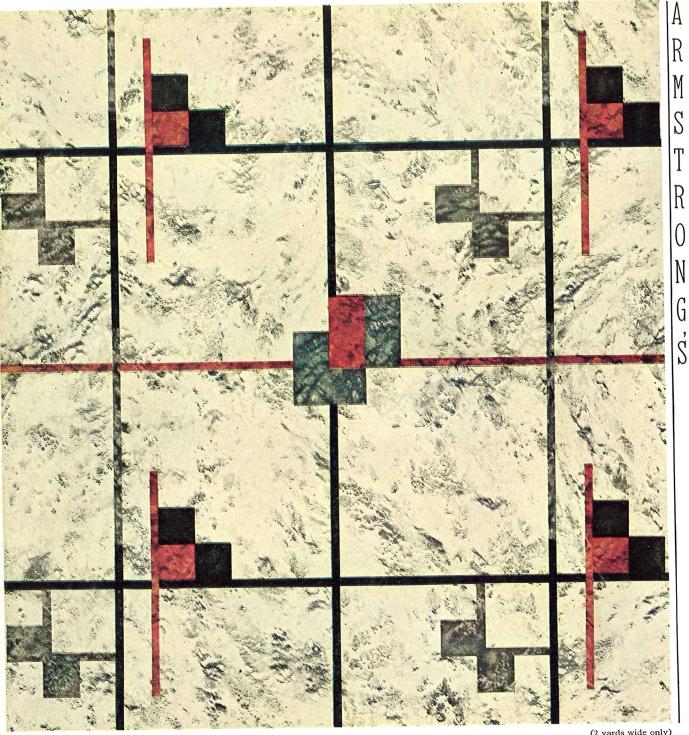
Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, restaurants, tourist cabins, lunch rooms, showrooms.

## Suggested Color Scheme for Bathroom

Upper Wall.....Yellow paper with white dots Curtain...Yellow crinkled organdy

## Suggested Color Scheme for Kitchen

Upper Wall....Ivory and red paper Trim.....Buff Curtain.....Red oiled silk



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18171 Inlaid Linoflor

Code Word: LFNBU

**Design**—Plainly modern in the handling of the open ground overlay tracery, this refreshing treatment of an extremely popular design motif makes effective use of black, scarlet, and white. The accent blocks of scarlet look strikingly like the inset hand-cut

shapes that are employed in designed-to-order linoleum floors. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, showrooms, tourist cabins, exhibits, coffee shops, haberdasheries, recreation rooms.

## Suggested Color Scheme for Bathroom

Border......No. 03
Cove and Base. Flash Type, No. 03
Upper Wall....Red paint or paper Trim......Cream
Curtain...White crinkled organdy
Rug.....Black . Cream

## Suggested Color Scheme for Kitchen

Border ... No. 22 Linostrip ... No. 39 Cove and Base . Flash Type, No. 22 Curtain. Red and white glazed chintz Trim......Gray Upholstery.....Same as curtain



(Approximately 1/4 actual size)

## (2 yards wide only)

## No. 18172 Inlaid Linoflor

Code Word: LFNCO

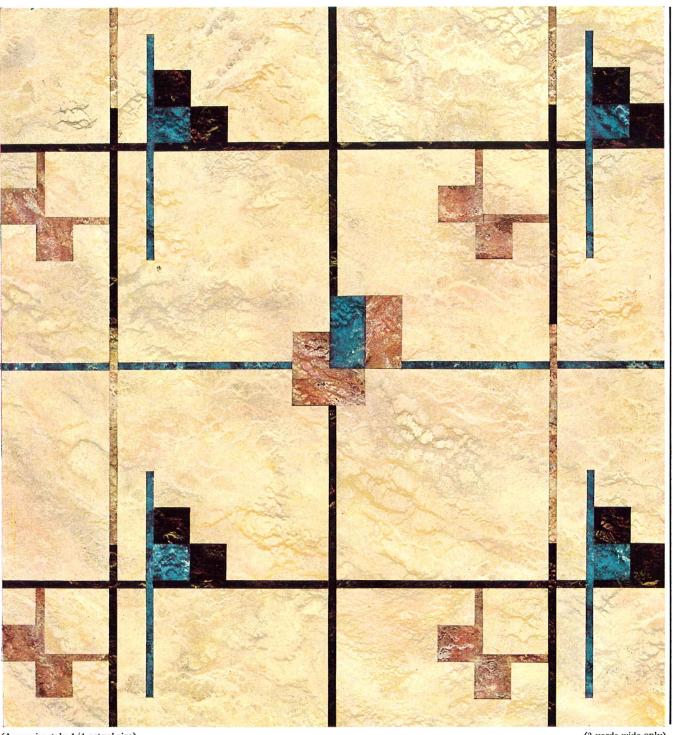
**Design**—Nine-inch blocks, practically marbled in warm beige tones of green and rose, are tied together with an attractive overlay tracery of gold, green, and burnt umber. This design ac-

curately interprets the latest trend in flooring for informal rooms. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, laundries.

## Suggested Color Scheme for Laundry Border ... No. 08 Linostrips ... No. 41 Upper Wall ... Painted cream

Cove and Base..Wood painted green Curtain....Green printed cotton Trim.....Green

## Suggested Color Scheme for Bathroom



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18173 Inlaid Linoflor

Code Word: LFNHI

**Design**—Golden-tan pastel tones in the marbled field of this informal pattern are highlighted by accent blocks and fine connecting lines of blue, deep rose, and burnt umber. The open ground overlay treatment and the effective use of royal blue

accents are style features in harmony with the trend of the day. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, barber shops, tourist cabins, delicatessen shops.

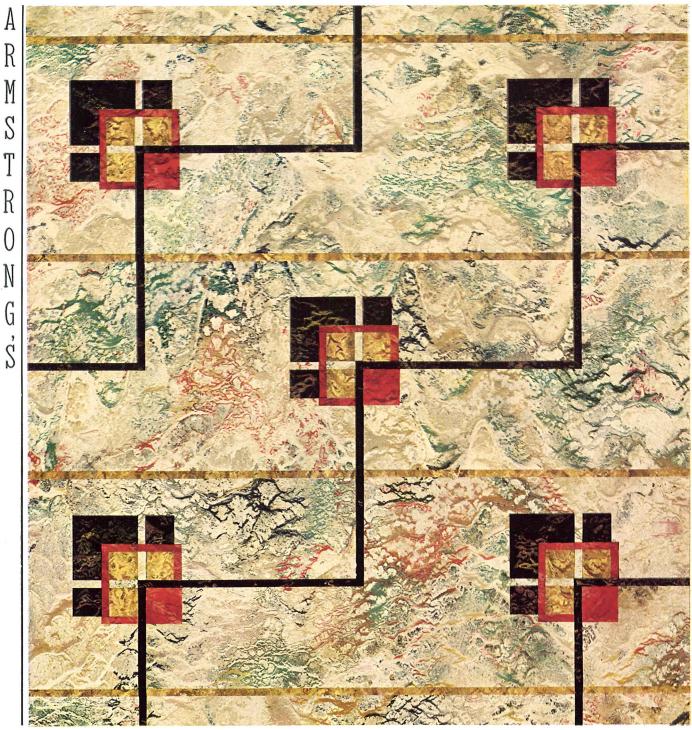
## Suggested Color Scheme for Beauty Shop

Wall.....Paper or paint—taupe
Trim....Taupe,
coral accent
Upholstery....Medium blue

## Suggested Color Scheme for Bathroom

Border												No.	43
Linostrip.												No.	45
Cove and	Ba	ase	٥.	$\mathbf{Fl}$	a	sh	ı '	Г	У	oe		No.	43
Curtain							. I	31	u	e	OI	rgan	dy

Wall.		 					W								
															d fish
Trim.		٠.			0.					F	9	as	st	e	blue
Rug						•									. Blu



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18180 Inlaid Linoflor

Code Word: LFNPA

Design—Readily adaptable to a wide variety of color schemes and decorative effects, this set-back diagonal pattern employs an interesting combination of accents in gold, scarlet, and black

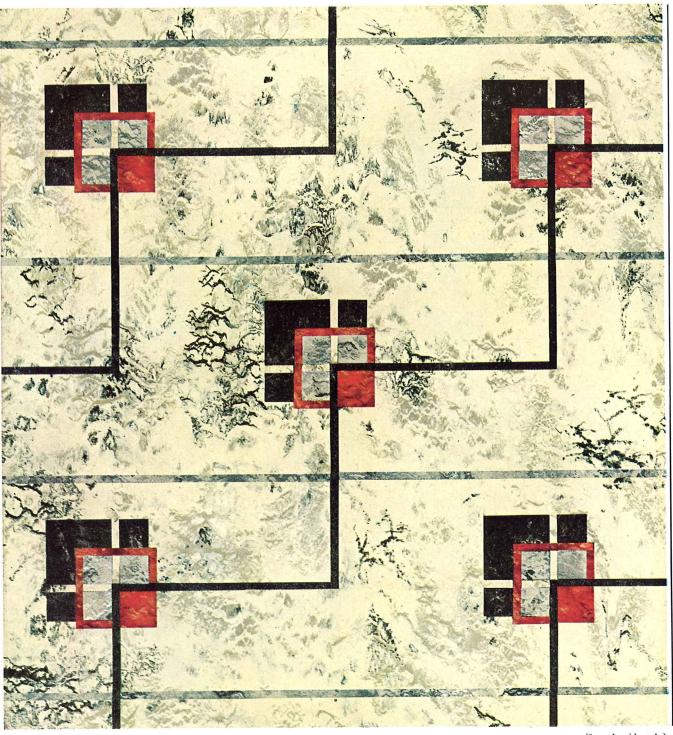
to create a striking contrast with the multitoned background. Where to Use—Kitchens, bathrooms, sun porches, rear entries, small stores, large stores, restaurants, tourist cabins, coffee shops.

#### Suggested Color Scheme for Kitchen

Curtain.....Green crossbarred white organdy Wall....Painted green Upholstery...Black leather

#### Suggested Color Scheme for Coffee Shop

Trim....Old ivory with brown accent Curtain...Brown organdy Upholstery...Chinese red



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18181 Inlaid Linoflor

Code Word: LFNRC

Design—In this attractive and practical pattern the heavy-tone set-back diagonal lines cross light parallel lines. This design treatment can be used effectively to make a room appear considerably wider. The accents are scarlet, black, and silver gray.

Where to Use-Kitchens, bathrooms, entrance halls, breakfast rooms, rear entries, small stores, large stores, beauty parlors, showrooms, restaurants, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, coffee shops, and tea rooms.

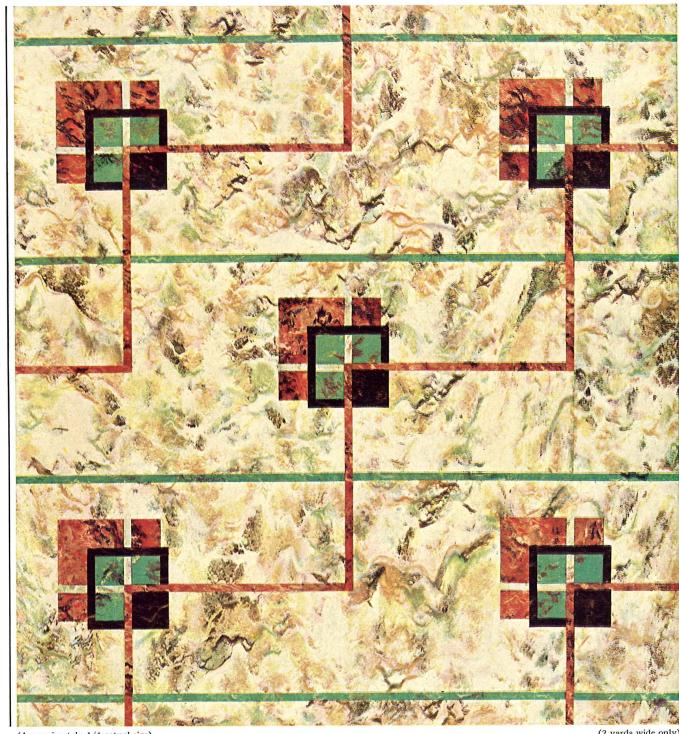
## Suggested Color Scheme for Coffee Shop

Border No. 27
Linostrip No. 39
Cove and Base Flash Type, No. 27
Trim Cream gray—black accent

Wall....Paper with modern design in red on cream gray
Curtain....Red organdy
Upholstery....Red leather

#### Suggested Color Scheme for Breakfast Room

R S R G Ś



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18182 Inlaid Linoflor

Code Word: LFNSD

**Design**—This pattern has a warm variegated background in tan tones which is enhanced with accents of light jade, peach, and walnut. The combination of set-back diagonal and crosswise

interliners presents a smart style note; one well worth stressing. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, restaurants, barber shops, apartment lobbies.

## Suggested Color Scheme for Kitchen

Border ... No. 27
Linostrip ... No. 41
Cove and Base . Flash Type, No. 27
Wall . . . Cream, green, orange paper

Trim...Ivory—Chinese red accent
Upholstery......Chintz—red,
yellow, and black
Curtain.....Red oiled silk

## Suggested Color Scheme for Restaurant

Border No. 27
Linostrip No. 42
Cove and Base Flash Type, No. 27
Wall Light green paint

Trim....Light green, black accent Curtain....Printed chintz, black, green, and red Upholstery.....Same as curtains



(Approximately 1/4 actual size)

# No. 18190 Inlaid Linoflor

Code Word: LFRBL

**Design**—This is a distinctive arrangement of the popular black, white, and scarlet combination. Accent lines of gray and scarlet are linked by black overlay lines on the white marble field to produce a feeling of movement and add zest to the pattern.

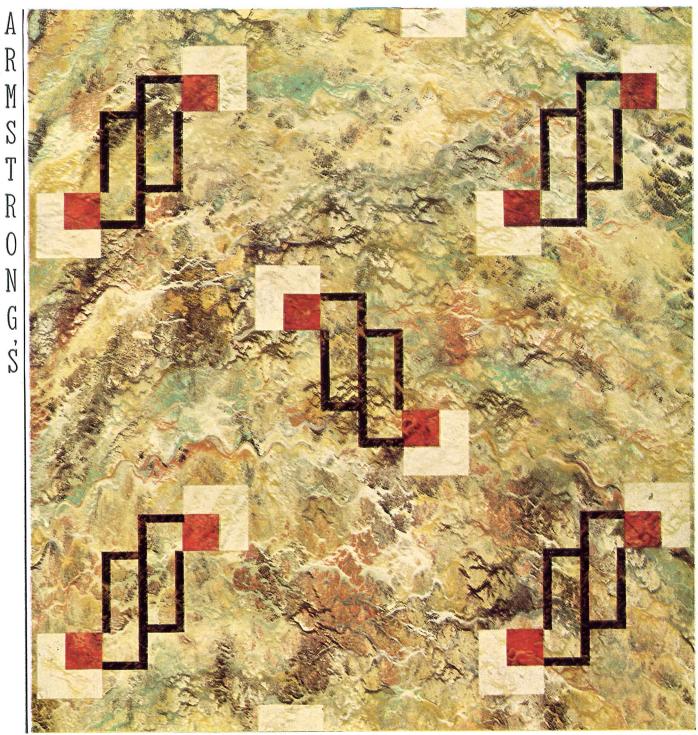
Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, studies, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, showrooms, restaurants, clubhouses, exhibits, barber shops, tourist cabins, theatres, and radio stations.

## Suggested Color Scheme for Kitchen

Rorder	Upholstery
WallPainted French gray	

## Suggested Color Scheme for Study

Suggested Color L	JOHOING
Lipostrip	



(Approximately 1/4 actual size)

## (2 yards wide only)

## No. 18191 Inlaid Linoflor

Code Word: LFRCM

**Design**—This pattern offers another noteworthy treatment of a brand-new design that has wide appeal. Green, ivory, red, white, and black are all skillfully blended in the polychrome marble open ground field. Ivory and scarlet accents are cleverly linked by

ebony lines to provide fresh interest and complete the effect. Where to Use—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, barber shops, tourist cabins, coffee shops, dining-rooms, sun porches, studies.

## Suggested Color Scheme for Kitchen

#### Suggested Color Scheme for Coffee Shop

Border		Trim	Ivory, gree
		Curtain	
	Base. Flash Type, No. 42		chintz, gree
W/o11	Painted lettuce green	Unholstery	Green

Borde	ег													 No.	40
Linos	trip.													No.	27
Cove	and	B	as	e.	F	1	a	sł	1	T	'v	T	e	No.	40
Trim															

Wall	. Paper in colorful sports
	designs on cream ground
Curtain	
Upholstery	Red or black



(Approximately 1/4 actual size)

## (2 yards wide only)

## No. 18192 Inlaid Linoflor

Code Word: LFREO

Design—This antique ivory marbleized ground with its interesting scarlet and polychrome overlay has an appealing freshness. Ebony lines artfully link the color blocks, giving an impression of movement in repose. A pattern that has real decorative value.

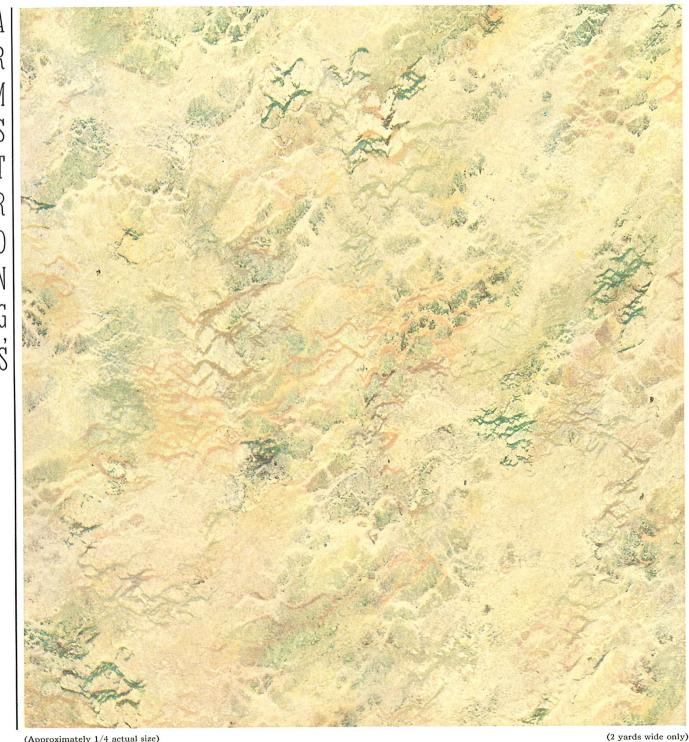
Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, night clubs, showrooms, restaurants, clubhouses, barber shops, tourist cabins.

## Suggested Color Scheme for Dining-room

buggested color benefits for bining room		
Border	WallFern design paper	
inostrip	in green and tan	
Cove and Base. Flash Type, No. 20	Curtain Green silk gauze	
Crim	UpholsteryGreen	

#### Suggested Color Scheme for Sandwich Shop

Border	Wall Textured paper in ivory
Linostrip	and fawn
Cove and Base. Flash Type, No. 39	CurtainRed toile
TrimIvory, red accent	UpholsteryRed



(Approximately 1/4 actual size)

## No. 1900 Marbelle Linoflor

Code Word: MLHAN

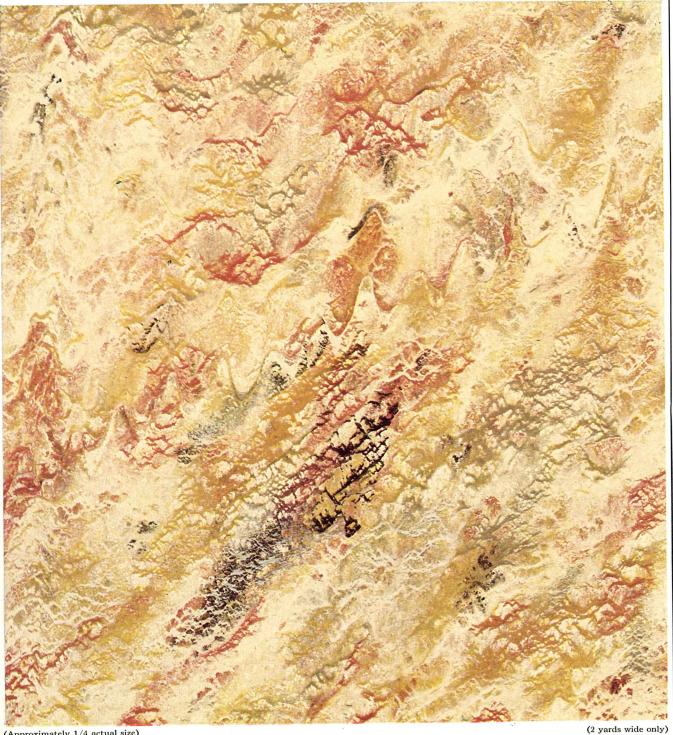
**Design**—This pattern is news because allover marble effects in Inlaid Linoflor are news. So popular have been the marbleized block effects in Inlaid Linoflor that addition of an allover effect is readily understandable. Here, the marbling is composed of a rich pastel in delicately blended tones of rose-beige and pale green. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, barber shops, tourist cabins, haberdasheries, dress shops.

## Suggested Color Scheme for Beauty Shop

Trim....Light green Curtain....Green plaid oiled silk

### Suggested Color Scheme for Bathroom

Trim.....White Curtain.....White oiled silk 



(Approximately 1/4 actual size)

## No. 1901 Marbelle Linoflor

Code Word: MLHBE

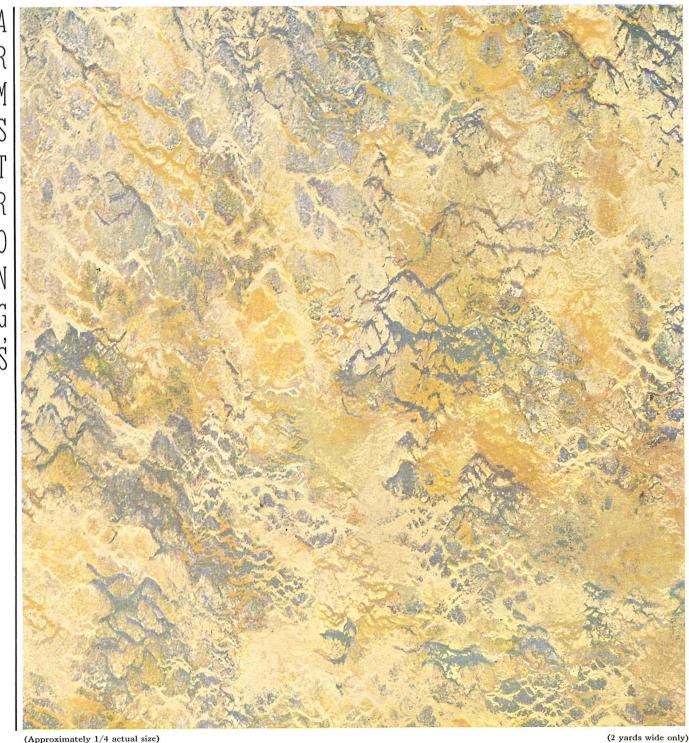
Design—Highly practical are the colorings in this pattern for floor areas that are exposed to considerable tracked in dust. Due to the skillfully intermixed tones of Venetian red, black, and gold—again in an allover marble effect—this floor requires very little

attention to keep it neat-looking between cleaning periods. Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, clubhouses, barber shops.

## Suggested Color Scheme for Bathroom

Curtain....Black and white cross-barred organdy Trim.....Yellow-black accent

#### Suggested Color Scheme for Recreation Room



(Approximately 1/4 actual size)

## No. 1902 Marbelle Linoflor

Code Word: MLHCO

**Design**—With blue, gold, and white always a popular color combination, this new rendering of these colors in a handsome allover marble effect is almost certain to win new friends for the Marbelle-type floor in residences. The cheerfulness of this light pastel Marbelle coloring suggests many uses for it in the average home. Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, barber shops, dress shops, and tourist cabins.

#### Suggested Color Scheme for Kitchen

Trim......Cream
Curtain....Blue marquisette
with white dots

#### Suggested Color Scheme for Dress Shop

Border.......No. 30 Wall......Painted flat-tone delft blue



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 1903 Marbelle Linoflor

Code Word: MLHIL

Design—This is an allover marbleized pattern that may readily be adapted to a wide variety of room color schemes. The subtly blended tones of green, red, and gold will be found to pick up the dominant note of many interiors, thus making this pattern broadly useful for residential areas as well as for stores or offices. Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, exhibits, candy stores, and barber shops.

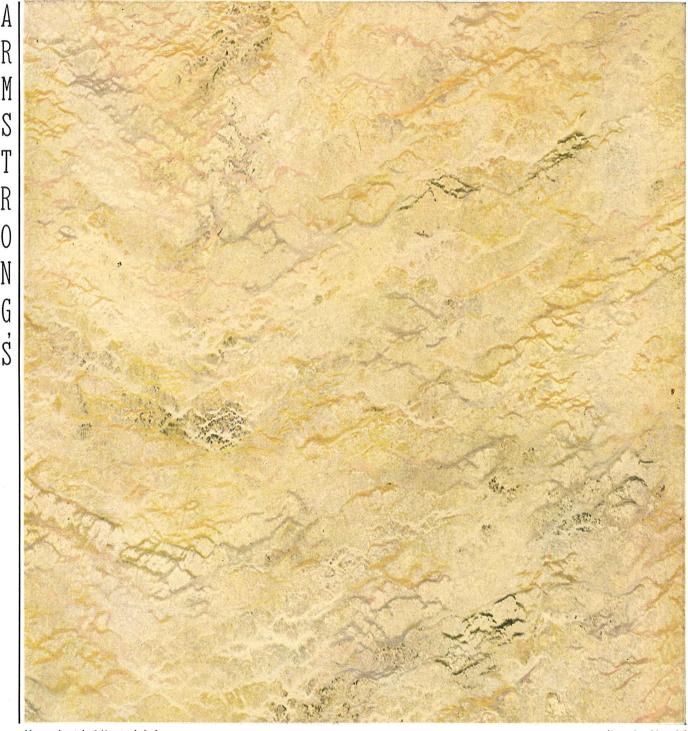
#### Suggested Color Scheme for Restaurant

Border. No. 46
Linostrip. No. 41
Cove and Base. Flash Type, No. 46
Trim. Cream

No. 46
Curtain. Glazed chintz, orange and cream design Upholstery. Orange

#### Suggested Color Scheme for Bathroom

Upper Wall......Green paper Curtain....Printed voile, yellow, orange and green dots Trim....Buff



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 1904 Marbelle Linoflor

Code Word: MLHUB

**Design**—This light pastel shade in the new Marbelle Linoflor line is enhanced with well-blended veinings of old gold and rose beige as well as with occasional flecks of gray and black marbling.

Where to Use—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, barber shops.

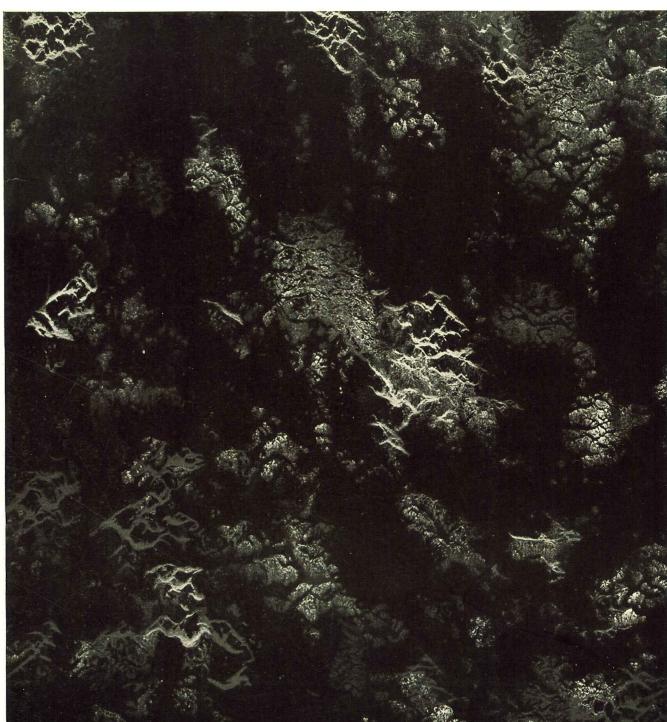
#### Suggested Color Scheme for Breakfast Room

Border......No. 46
Wall....Yellow paper with white
lattice design

#### Suggested Color Scheme for Sun Porch

Border ....... No. 21
Wall ....... Green plastic paper
Wood Trim ...... Cream gray

Upholstery......Dark green Curtain....Textured drapery in green and gold



M S T R O N G S

(Approximately 1/4 actual size)

## No. 1905 Marbelle Linoflor

Code Word: MLHOT

**Design**—With marbleized black always popular and highly practical, this new effect meets an especially important demand. Skillfully intermixed flecks of white aid in avoiding any hint of formality, making this pattern one that suits any type of room.

Where to Use—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, breakfast rooms, rear entries, large and small stores, beauty parlors, offices, night clubs, showrooms, restaurants, clubhouses, exhibits, barber shops, and tourist cabins.

## Suggested Color Scheme for Coffee Shop

Border No. 1905
Linostrip No. 39
Cove and Base Wood
Trim White, red accent

Wood
Trim Red not blue striped
Upholstery Red or blue

## Suggested Color Scheme for Bookshop

Border ... ... No. 1905
Linostrips ... Nos. 29 and 42
Cove and Base ... Wood
Trim ... ... Medium blue,
green and black accent

Wall......Painted medium blue
Curtain.....Chintz with green,
blue, and red on black
Upholstery.......Green

(2 yards wide only)



(Approximately 1/4 actual size)

#### (2 yards wide only)

## No. 1906 Marbelle Linoflor Code Word: MLHPA

Design—This stylish new pattern with its predominating hues of black, gold, and orange will combine well with a host of colorful decorative schemes. Its variegated effect makes a fascinating background on which to base a room plan that is truly satisfying.

Where to Use-Kitchens, bathrooms, entrance halls, diningrooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small and large stores, restaurants, exhibits, barber shops, tourist cabins, radio stations, showrooms, clubhouses.

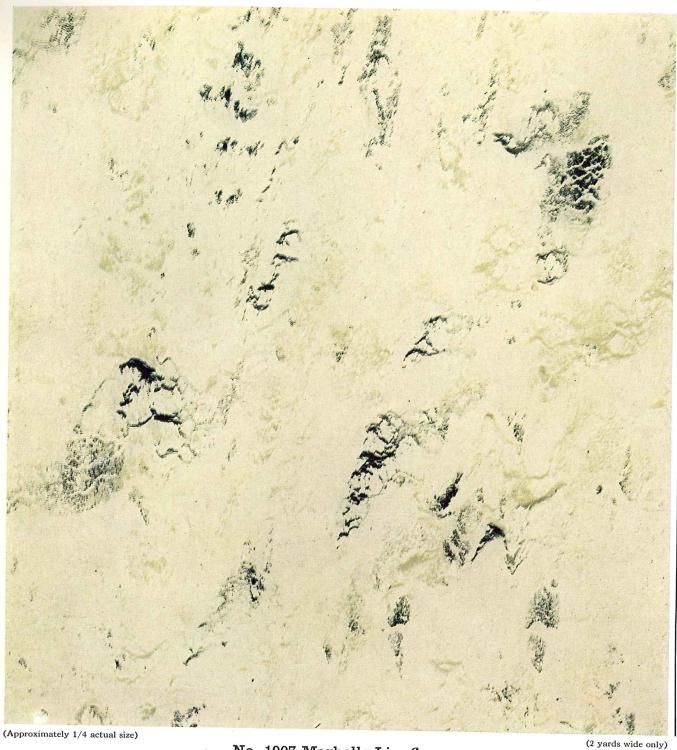
## Suggested Color Scheme for Tea Room

Trim.....Cream with yellow and black accent Curtain....Yellow organdy with pleated ruffle in yellow and orange Upholstery......Yellow

## Suggested Color Scheme for Kitchen

Border. No. 1906
Linostrip. No. 41
Cove and Base Wood
Wall. Vegetable paper
in bright colors

Trim. Cream with
Chinese red accent
Curtain. Chinese red
Curtain. Chinese red
Checked chintz
Upholstery. Chinese red



## No. 1907 Marbelle Linoflor

Code Word: MLHVI

Design—This brand-new white marbleized pattern will tend to give any room a truly distinctive atmosphere. Its fresh, clean quality imparts a general air of neatness and makes it equally appropriate for both home and commercial installations.

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small and large stores, barber shops, offices, banks, showrooms, schools, churches.

G

## Suggested Color Scheme for Bathroom

Border         No. 1907           Linostrip         No. 49           Cove and Base         Wood           Curtain         White organdy	WallPaper—zodiac design in white on cora TrimWhite, black accen UpholsteryWhit

## Suggested Color Scheme for Barber Shop

Curtain	WallPainted—cactus green TrimCactus green, black accent UpholsteryBlack leather



(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8770 Printed Linoleum

Code Words: 2 yards...EPBAL, 4 yards...EPBCM

**Design**—Effectively combining the modern with the traditional is the design of this pattern. While the general effect is modern, the background has a colonial texture. The coloring is a two-tone taupe ground with checkered accents in black, blue, and orange.

Note also the overlay tracery lines superimposed on the field. Where to Use—Kitchens, bathrooms, sun porches, breakfast-rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, barber shops, tourist cabins, tea rooms, candy stores.

### Suggested Color Scheme for Barber Shop

Curtain.....Ivory batiste with blue and red flowers

## Suggested Color Scheme for Breakfast Room

Wall.....Yellow and white plaid paper

Trim.....Cream gray
Curtain.....Yellow printed lawn



(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8772 Printed Linoleum

Code Words: 2 yards...EPBFP, 4 yards...EPBGP

Design-In this up-to-the-minute version of the modern overlay treatment, small-scale clusters of red and black squares add brilliance to the ground of ivory and gray blocks. Sharply contrasting overlay lines of black and gold provide additional smartness. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, as well as small stores, beauty parlors, and barber shops.

Suggested Color Scheme for Haberdashery

Curtain . . . . . Black, gray, red, and yellow plaid gingham

Wall.....Gray oatmeal paper Trim....Black with red stripe

Suggested Color Scheme for Lavatory

Wall... .. Silver and white square-figured paper

Trim......White Curtain.....Red chintz



(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8773 Printed Linoleum

Code Words: 2 yards...EPUAN, 4 yards...EPUBO

Design—Here is a new and appealing coloring of a design that has won wide acceptance. Frankly modernistic in feeling, this pattern embodies a combination of design elements that suggests any number of highly interesting new decorative schemes. Against

the soft taupe background, the strong accents of Venetian red and the gold and black overlay lines show off to excellent advantage. Where to Use—Kitchens, bathrooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, tourist cabins.

## Suggested Color Scheme for Recreation Room

Wall . . . . Orange paper with brown design Curtain . . . . Brown chintz

## Suggested Color Scheme for Tourist Cabin

Cove and Base ..... Wood painted light tan Wall ... Tan and white plaid paper Curtain ..... Orange glazed chintz with brown and white design Trim ..... Light tan



(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8780 Printed Linoleum

Code Words: 2 yards...EPBHQ, 4 yards...EPBIR

Design-This smart pattern is created by combining the exclusive Mellow Tone Marble background with large contrasting tiles and overshot interliners. This cool rendition of the design is in tan and green, accented with red, gold, and dark brown. Where to Use—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, beauty parlors, tourist cabins, small shops.

#### Suggested Color Scheme for Beauty Shop

Cove and Base......Wood Wall.....Yellow paper with brown stars

Trim.......Dark brown
Curtain....Plain brown chintz
Upholstery.....Yellow leather

#### Suggested Color Scheme for Kitchen

Cove and Base ......Wood Wall .....Fawn paint Trim .....Fawn and red Curtain ...Plaid gingham with red background—green and white overplaid



(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8781 Printed Linoleum

Code Words: 2 yards...EPBJS, 4 yards...EPBKT

**Design**—Here is a warm coloring of a popular design which features smart overshot interliners, and exclusive Armstrong Mellow Tone Marbling of the large background blocks. Browns predominate throughout this entire coloring, ranging from a light

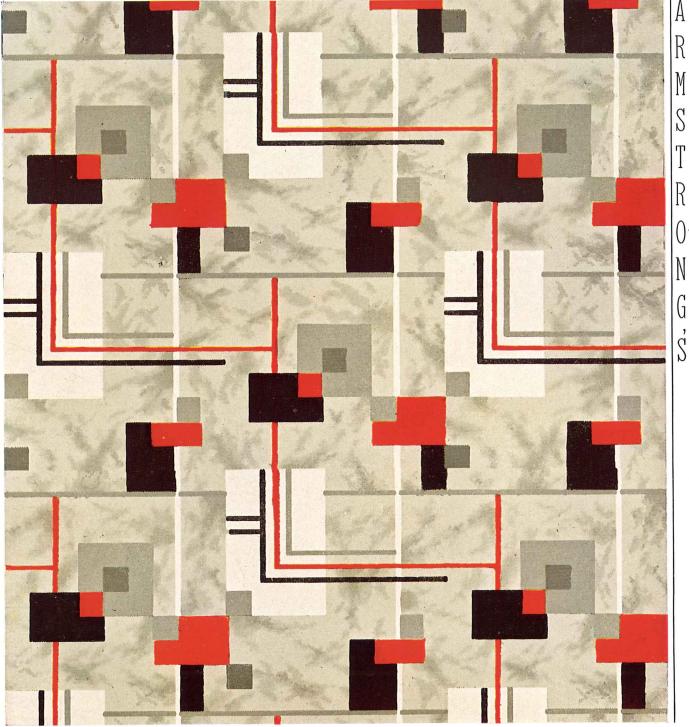
tan through coffee and chocolate browns to a burnt umber. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, barber shops, tourist cabins, tea rooms, gift shops, coffee shops.

## Suggested Color Scheme for Tourist Cabin

Wall...Painted buff; ceiling, green
Trim....Buff and green
Upholstery...Brown and green

#### Suggested Color Scheme for Kitchen

WallPaper-white background	Trim Ivory white,
with red square design	olive green accent
CurtainRed chintz	UpholsterySame as curtain



(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8790 Printed Linoleum

Code Words: 2 yards...EPKAH, 4 yards...EPKNE

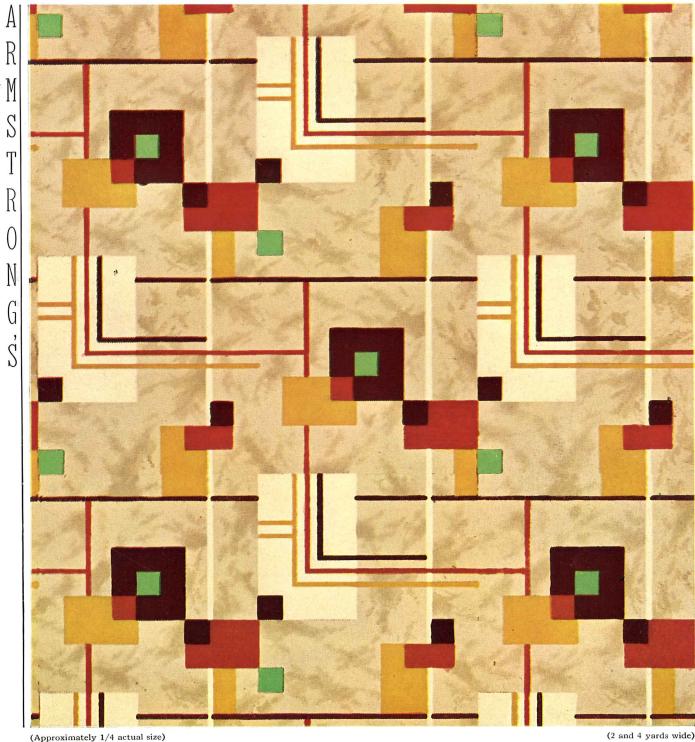
**Design**—Black and red accents on a field of white or gray form an attractive color scheme for many rooms. In this rendering of a tried-and-true design effect, strongly modernistic overlays form

a network of color over a ground of white and Mellow Tone gray. Where to Use—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops.

Suggested Color Scheme for Kitchen

 Suggested Color Scheme for Bathroom

Wall...Gray and white dotted paper Trim.....White Curtain Red organdy Rug ......Gray



(Approximately 1/4 actual size)

## No. 8791 Printed Linoleum

Code Words: 2 yards...EPKIK, 4 yards...EPKOT

**Design**—Against soft tones of ivory and sand, accents and overlays in Mediterranean shades of green, brick red, dark brown, and gold provide a welcome freshness of treatment. The modernistic

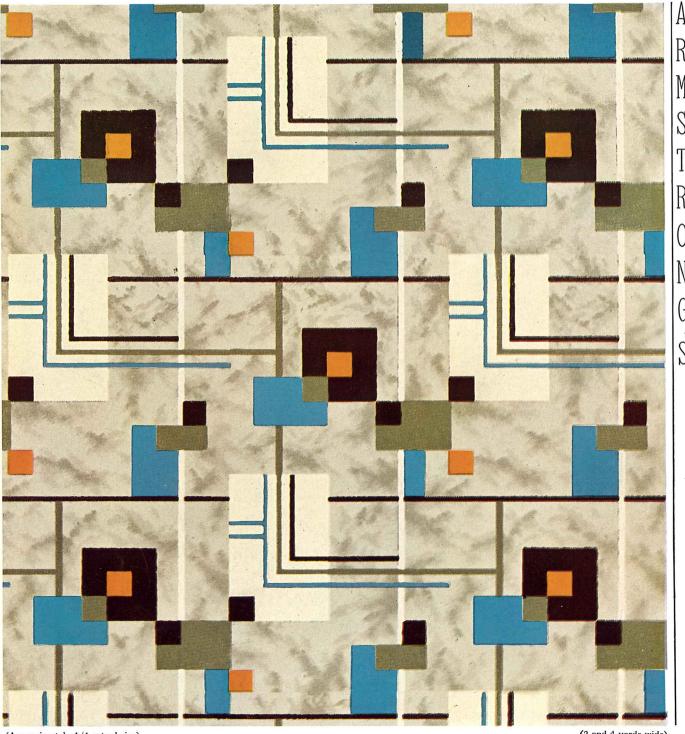
feeling of this pattern is tempered by the textured overlay. Where to Use—Kitchens, bathrooms, nurseries, recreation rooms, breakfast rooms, small stores, beauty and barber shops.

Suggested	Color	Scheme	for	Sports Shop	p
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Wall......Dark green plain paper Trim......Ivory Curtain.....Ivory and brown rough texture cloth

#### Suggested Color Scheme for Nursery

Wall . . . . . . Buff painted wall Trim . . . . . . Buff, red, brown Curtain......Brown chintz with stars in red, yellow, white



(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8792 Printed Linoleum

Code Words: 2 yards...EPUCP, 4 yards...EPUER

Design—Latest coloring of a most successful design, this pattern has a soft gray Mellow Tone ground against which are overlaid modern accent blocks in delft blue, orange, burnt umber, and

gray. Tracery lines also are in delft blue, burnt umber, and gray. Where to Use—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, beauty parlors, barber shops, and playrooms.

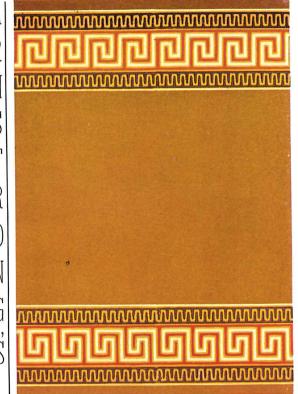
## Suggested Color Scheme for Kitchen

Cove and Base ..... Wood painted Curtain . . . . . . . Orange and white Trim.....White Wall.....Painted blue

#### Suggested Color Scheme for Playroom

Trim . . . . . Delphinium blue Upholstery . . . . . . . Warm gray Curtain . . . . . Blue and white chintz

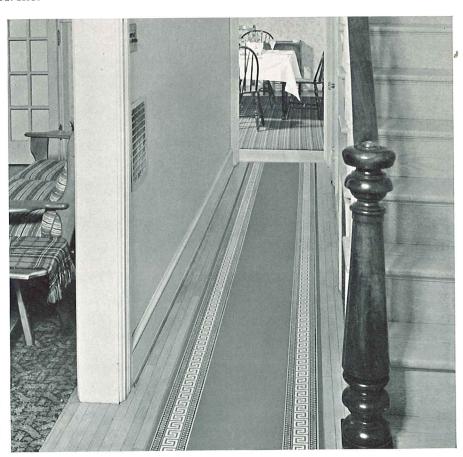
ARMSTRONG, S



No. 100 Passage Linoleum (Approximately 1/6 actual size) 24 inches wide only Code Word: SHOP



No. S132 Passage Linoleum (Approximately 1/6 actual size) 24 inches wide only Code Word: SCECAPH



From the standpoint of decoration, hallway floors are a No Man's Land in the average home or small apartment building. Either left uncovered, or covered with some makeshift, they are unattractive and hard to keep neat. For such areas, Armstrong's Passage Linoleum provides an economical flooring.



# ARMSTRONG'S QUAKER RUGS ARE BARGAINS IN BEAUTY THAT OFFER APPEALING VARIETY OF DESIGNS

Among the new Armstrong's Quaker Rugs for 1940 will be found a number of colorful floral designs developed to meet the insistent demand for this popular type of pattern. Colonial type rugs with flower clusters which resemble dainty sampler stitching work, as well as delicately textured designs, also are available to add new beauty to many different rooms. Softly-toned leaf patterns—in gay, new colors—meet the prevailing popularity of this widely useful

design effect. In line with the wide usage of Early American furnishings are charming Colonial needle-point designs. Armstrong's offering of easy-to-clean rugs also includes many distinctive tile effects. In short, there are patterns to suit every taste and to harmonize with every style of home decoration.

In the dining-room above, Armstrong's Quaker Rug No. 4728, a handsome fern-leaf design, adds beauty. This exclusive rug has a stylish graduated border.

# LARGE RUGS, 12-FOOT-WIDE FLOOR COVERING, AND SAFETY-BACK ARE EXCLUSIVE WITH ARMSTRONG'S FELT-BASE PRODUCTS

NLY the Armstrong Line of felt-base rugs and floor covering today offers rugs that are larger than the conventional 9 x 12-foot standard size, and the extra-wide 12-foot width in floor covering which makes possible wall-to-wall installations with fewer seams and without matching waste. Both the Quaker and Standard grades possess the above unique advantages. Quaker Floor Covering has the exclusive new Safety-Back feature, which permits pasting this felt-base floor covering direct to the floor and removing it easily at any time without damaging the floor beneath.

#### ROOM-SIZE RUGS

Today's trend in home furnishing is toward rugs that almost completely cover an entire room area. This has developed not only because of the dictates of taste, but also because the size of residential rooms has increased. For years, large rooms have been common in farmhouses and in city homes in certain sections. But today, the trend to larger rooms is country-wide. Recent studies indicate that the size of all rooms except baths in both houses and apartments averages 12'9" x 16'. Place a 9 x 12-foot rug in such a room and you have nearly a two-foot margin of bare floor around it, while a 12 x 15-foot rug fits the room within a few inches of the walls. Every homemaker knows that rugs of larger proportions give the impression of greater area and more luxury to the room itself.

To meet the demand for larger-sized rugs, Armstrong installed special exclusive equipment for the manufacture of bigger, easy-to-clean Quaker Rugs. Now they can be obtained in two extra-large sizes—12 x 12 and 12 x 15 feet. These larger rugs, which are made only by Armstrong, fit into average size rooms much more attractively and cut down floor upkeep as well. The extra cost for a 12 x 12-foot or a 12 x 15-foot Quaker Rug as compared with a 9 x 12-foot rug is small, and the advantages of the larger rug far outweigh the slight difference in price.

#### EXTRA-WIDE FLOOR COVERING

Since a felt-base floor normally shows wear first at the seams, it is obvious that a seamless floor, or one with a minimum of seams, has a strong appeal for the consumer. Furthermore, homemakers know that seams usually make housekeeping harder.

Both Quaker and Standard Floor Covering are available in the full four-yard width. Merchants and consumers alike appreciate this exclusive feature because it means that floors may be covered in a more workmanlike manner. In many cases the greater width permits seamless one-piece installations on floors which formerly would have required two strips of

material. The elimination of matching waste is another advantage of Quaker and Standard Floor Covering in creating seamless floors. Frequently, a one-piece floor can be made to cover two adjoining rooms without a seam by using 12-foot-wide floor covering.

## SAFETY-BACK

Another exclusive Armstrong feature—Safety-Back on Quaker Floor Covering—also is appreciated by merchants and customers. This backing, as pointed out above, makes it possible to paste felt-base floor covering direct to wood floors and to remove it at any time without damaging the subfloor. When felt-base is pasted down, loose edges and overlapped seams are eliminated and a better installation is obtained. With ordinary felt-base, pasting direct to wood floors with all its advantages, is highly impractical because the goods will not come loose without great difficulty when the time comes for removal. Quaker Floor Covering with Safety-Back eliminates that problem and permits the material to be pasted down and easily removed later. Safety-Back also makes it unnecessary for the mechanic to return to the job to retrim the goods. Safety-Back on Quaker Floor Covering may be identified by its mottled red coloring.

## PRODUCTS DEFINED

Since some persons occasionally become confused between linoleum and felt-base, the following brief definitions may be of assistance to them in making clear the difference between linoleum and felt-base.

Linoleum is a mixture of oxidized linseed oil, finely ground cork, resins, fillers, and color pigments pressed on a burlap backing. In Inlaid linoleum, the colors run all the way through to the burlap backing. In Printed linoleum, the colors are printed on a plain linoleum surface with high gloss paints, but the backing is also burlap. Felt-base floor covering may be easily distinguished from Printed linoleum because its backing is not burlap but a special type of flooring felt made from selected rag fibres.

## GOODS CAREFULLY MADE

While Armstrong's Felt-Base goods are less expensive than Armstrong's Linoleum, the same conscientious care goes into the making of felt-base as into linoleum. Raw materials are the best obtainable. Chemists test these ingredients daily. If any material falls below Armstrong's rigid standards, it is rejected. Armstrong workmen know their jobs and have had years of experience making felt-base. They take pride in their work, and that pride is reflected in the quality products sold under the Quaker and Standard labels.

# ARMSTRONG'S QUAKER RUGS



# (Approximately 1/6 actual size) No. 4567 Armstrong's Quaker Rug

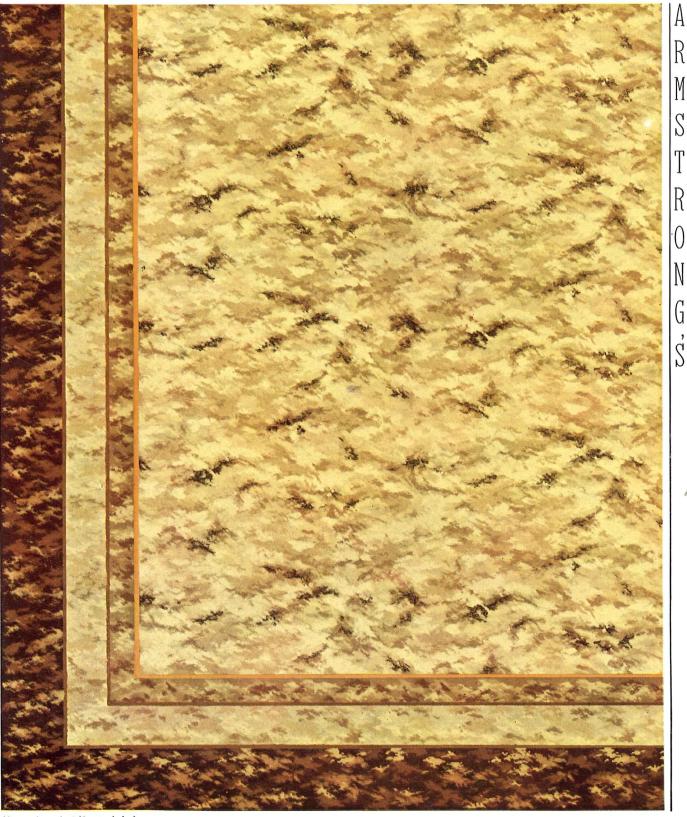
3' x 12' QREFJ 9 x 9 QRUHR 6' x 0' ORUFU 9' x 10\frac{1}{2}' QRUHR	9' x 12'       QRUIC         9' x 15'       QRLCY         12' x 12'       QREGL         12' x 15'       QREHK
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(Approximately 1/6 actual size)

No. 4595 Armstrong's Quaker Rug



G

(Approximately 1/6 actual size)

### No. 4606 Armstrong's Quaker Rug

		0
3' x 9'QREIF	7½′ x 9′QRHOU	9′ x 12′QRHPI
3' x 12'QREJE	9' x 9'QRHOY	9′ x 15′QRHPU
6' x 9'QRHOR	9' x $10\frac{1}{2}$ 'QRHPA	12' x 12'QREKD
6' x 12'QRIUB		12' x 15'QRELC



(Approximately 1/6 actual size)

# No. 4635 Armstrong's Quaker Rug

3' x 9'	9' x 10½'QRAVA	9' x 15' QRFLK 12' x 12' QREOV 12' x 15' QREPW
	$9' \times 12'$ ORAWO	



(Approximately 1/6 actual size)

### No. 4636 Armstrong's Quaker Rug

3' x 9'QREQX	$7\frac{1}{2}$ ' x 9'QRAYV	9' x 12'QRBYD
3' x 12'QRERY	9′ x 9′QRAZI	9' x 15'QRDES
6' x 9'QRAXE	9' x 10½'QRBIG	12' x 12'QRESZ
6' x 12'QRITE		12' x 15'QRETM



#### (Approximately 1/6 actual size)

### No. 4665 Armstrong's Quaker Rug

	0 0	
3' x 9'QREUN	7½′ x 9′QRJBO	9' x 12'QRJNE
3' x 12'QREVO	9' x 9'QRJCL	9' x 15'QRJOF
6' x 9'QRJAM	9' x 10½'QRJMD	12' x 12'QREWP
6' x 12' ORISI		12' x 15'QREXQ



# LARGE SIZES MAKE ARMSTRONG'S QUAKER RUGS SUITABLE FOR MANY ROOMS IN THE HOME

Designs in keeping with modern style trends, combined with warm, delicately blended colors, make Armstrong's Quaker Rugs eminently suitable for livingrooms, dining-rooms, bedrooms, nurseries, studies, and many other rooms in the house, as well as for kitchens.

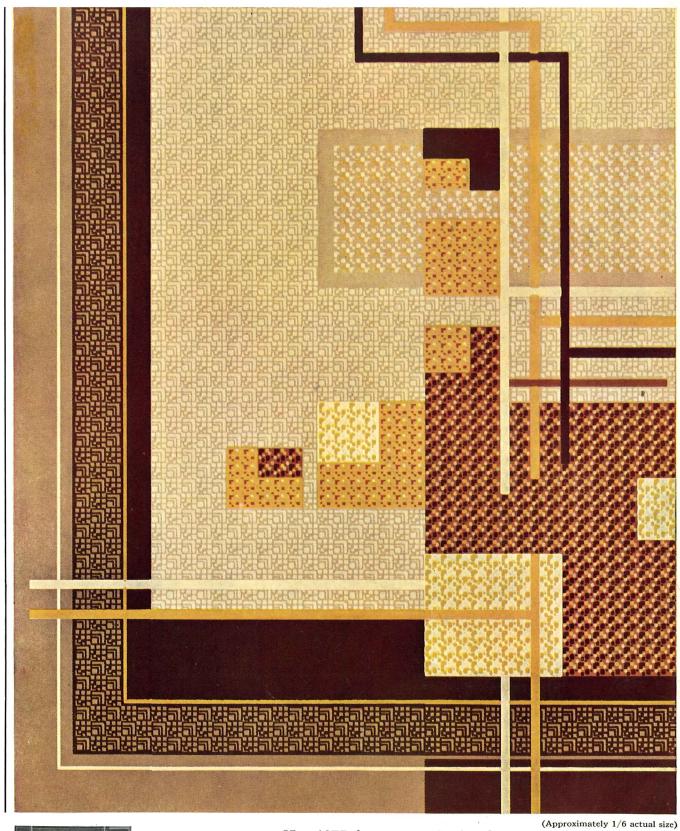
Because of their smooth surface, Armstrong's Quaker Rugs offer many practical advantages for living-rooms. Removal of dust and lint is merely a matter of effortless dry-mopping. Another important feature of these easy-to-clean rugs is the fact that they are available in extra-large sizes up to  $12 \times 15$  feet. This exclusive Armstrong development has contributed largely to broadening the usage of these colorful rugs.

S

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In the attractive room above, Armstrong's Quaker Rug No. 4675, a smart modernistic design, blends harmoniously with furnishings and accessories.





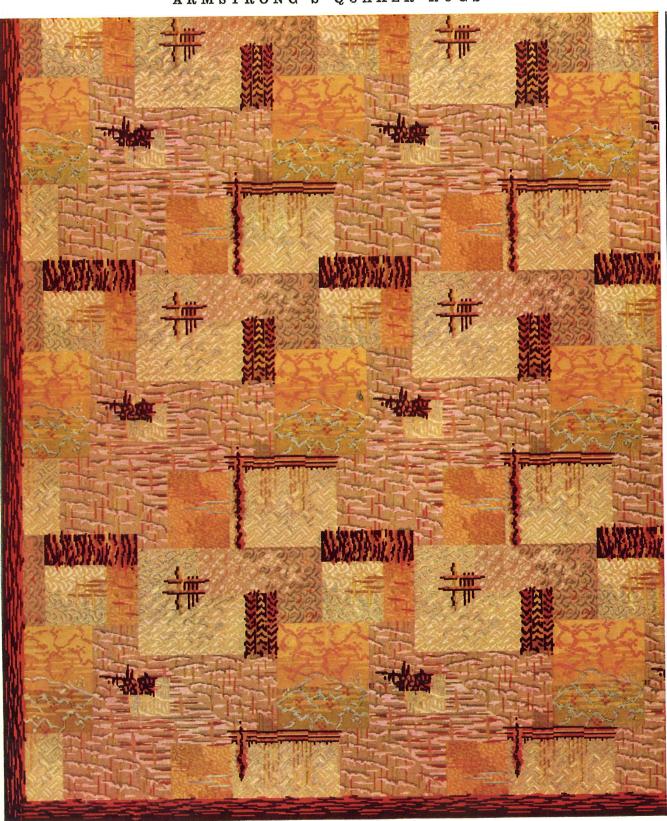
# No. 4675 Armstrong's Quaker Rug

3' x 9'QRGJX	7½′ x 9′QRFCO	9' x 12'QRCCQ
3' x 12'QRGKO	9' x 9'QRFED	9' x 15'QRCDR
6' x 9'QRFBY	9' x 10½'QRCBP	12' x 12'QRCES
6' x 12'QRIOL		12' x 15'QRCFT

R

R

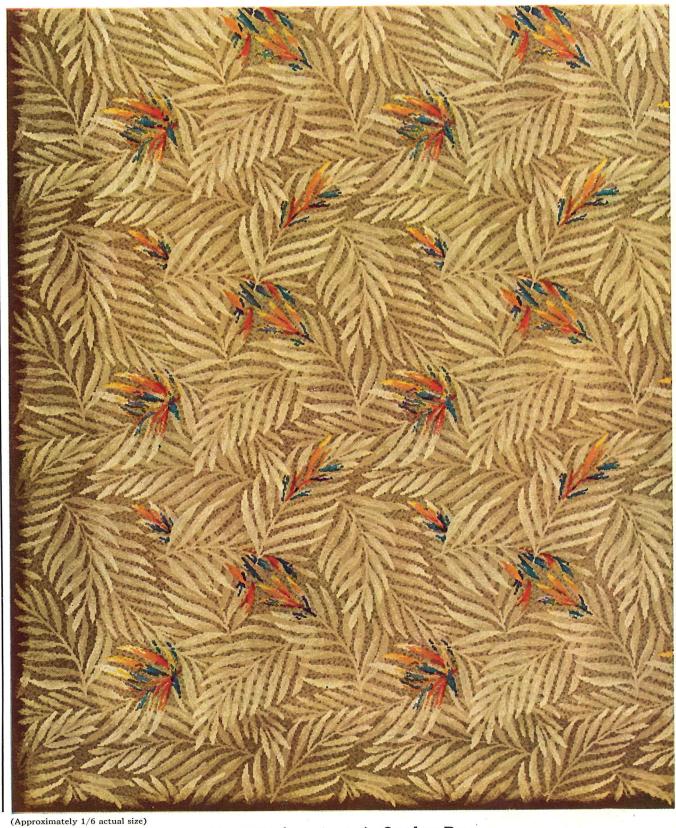
G S



(Approximately 1/6 actual size)

# No. 4695 Armstrong's Quaker Rug

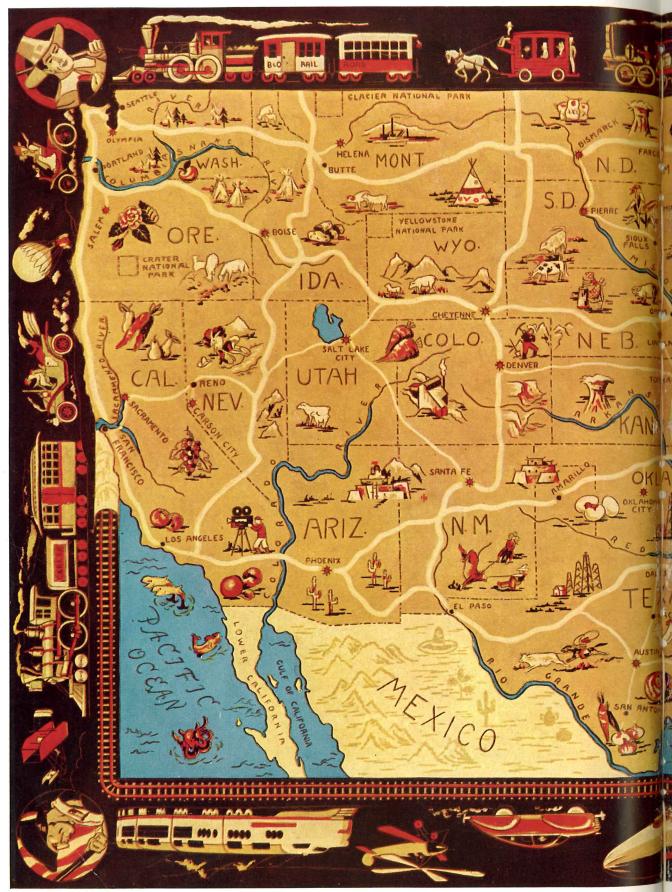
3' x 9'QRACD	7½' x 9'QRAIJ	9' x 12'QRALM
3' x 12'QRAEF	9' x 9'QRAJK	9' x 15'QRAMN
6' x 9'QRAFG		🥟 12′ x 12′QRAOP
6' x 12' ORIKO		12' x 15'QRAPQ



### No. 4725 Armstrong's Quaker Rug

3' x 9'	7½' x 9'QRGQH 9' x 9'QRHFT	9' x 12'QRGSF 9' x 15'QRHGV
6' x 9'QRGPI	9' x 10½'QRGRG	12' x 12'QRGTE
6' x 12'QRIIR		12' x 15'QRGVD
222 1 222 7		

See pages 232 and 233 for Map Rug No. 4705.



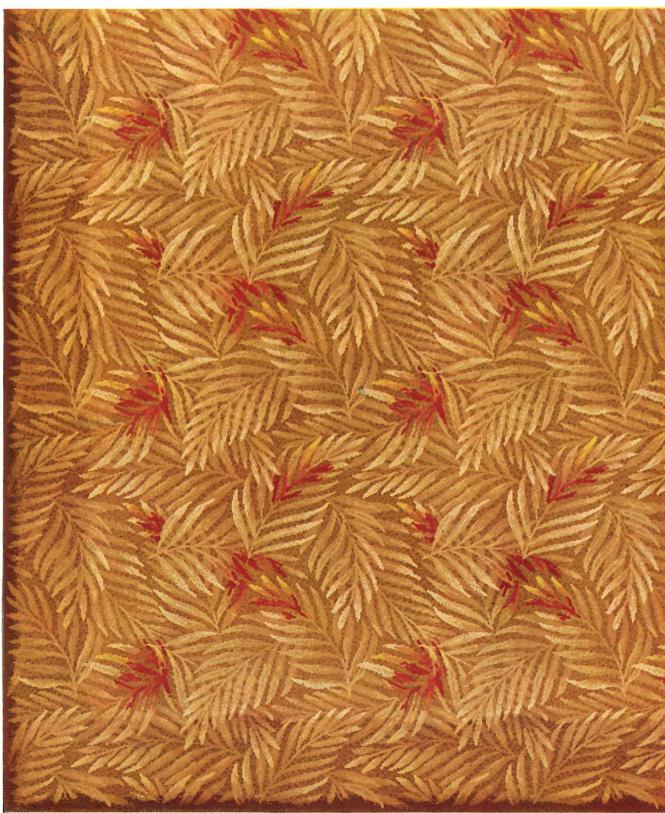
(Approximately 1/8 actual size)

No. 4705 Armstrong's Quaker Rug 6' x 9'.....QRBHU



No. 4705 Armstrong's Quaker Rug

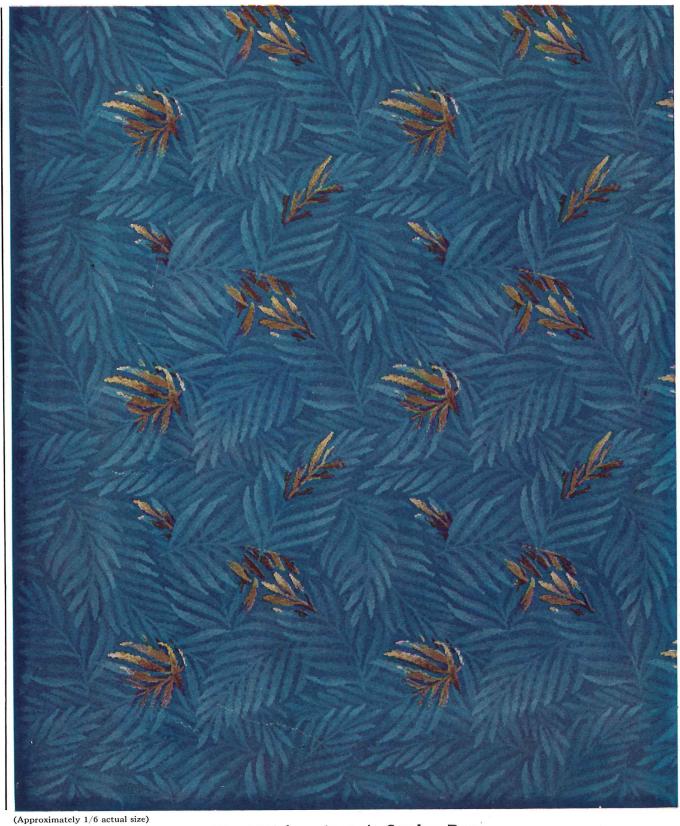
6' x 9'.....QRBHU



(Approximately 1/6 actual size)

# No. 4726 Armstrong's Quaker Rug

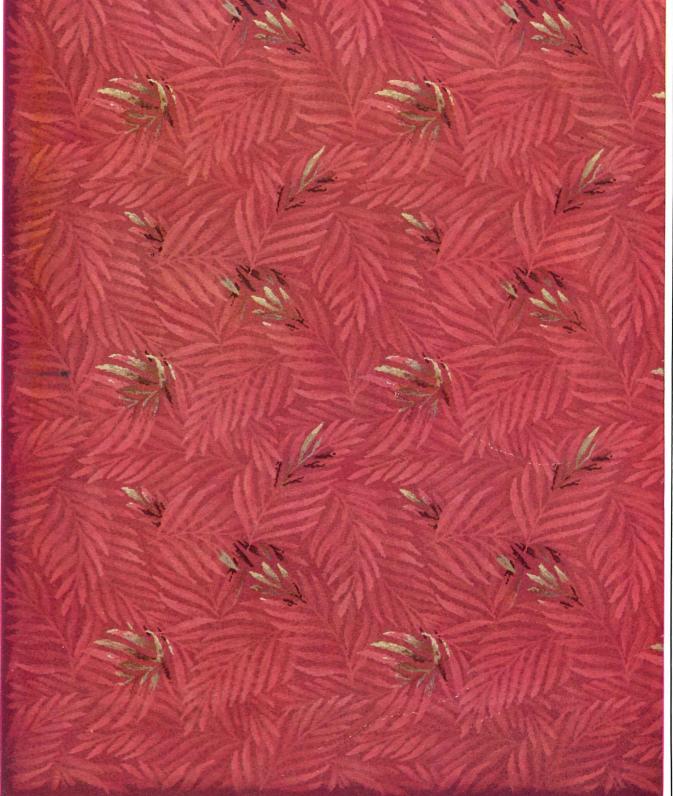
3' x 9'QRGXC	7½′ x 9′QRICF	9' x 12'QRIJG
3' x 12'QRGYB	9' x 9'QRHIX	9' x 15'QRHJZ
6' x 9'QRIAC	9' x 10½'QRIGY	12' x 12'QRIMH
6' x 12'QRIHT		12' x 15'QRINJ



# No. 4727 Armstrong's Quaker Rug

3' x 9'QRAAB	6' x 12'QRIFU	9' x 12'QRANY
3' x 12'QRABU	7½' x 9'QRAGW	12' x 12'QRAQZ
6' x 9'QRADR	$9' \times 10^{1/2}' \dots QRAHX$	12' x 15'QRCAC

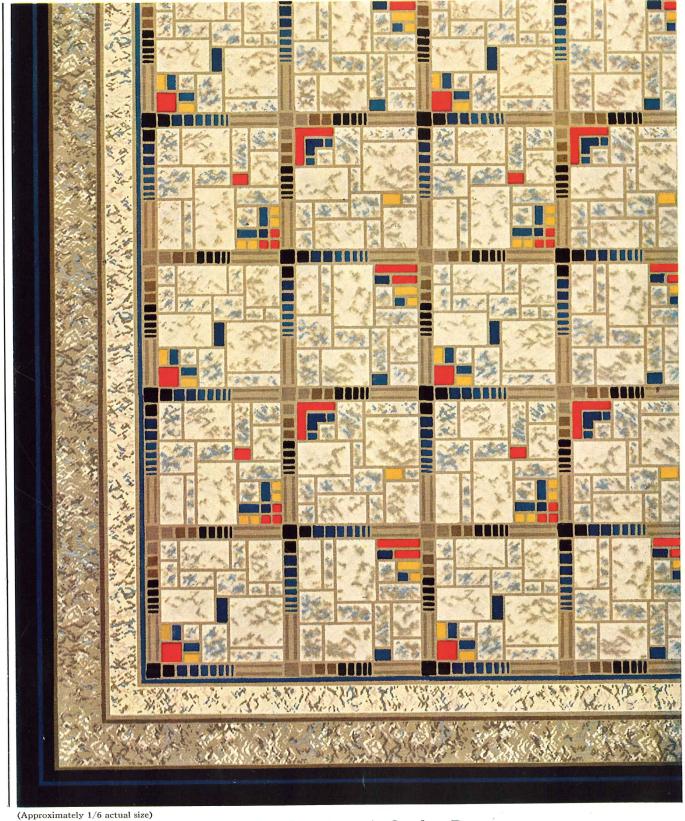




(Approximately 1/6 actual size)

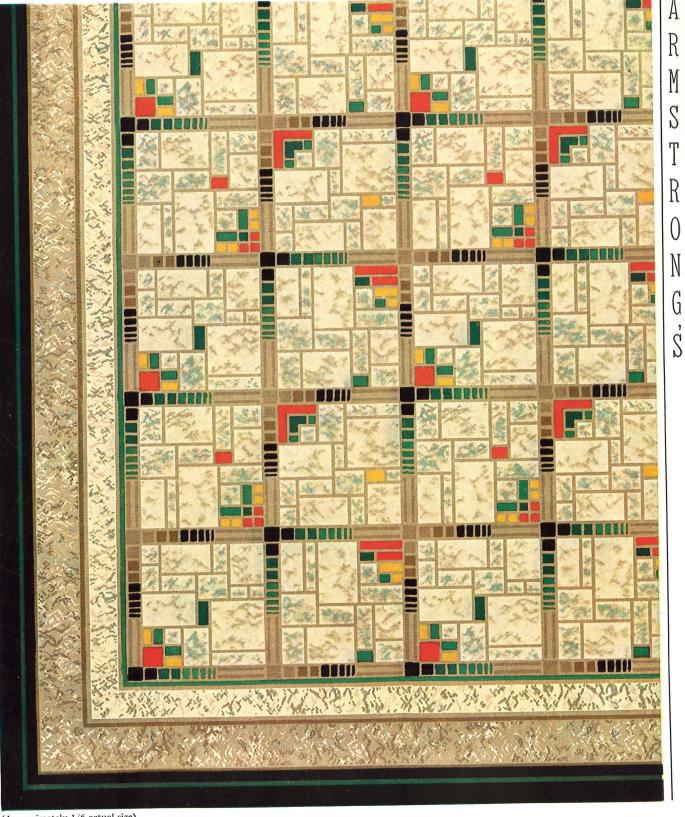
# No. 4728 Armstrong's Quaker Rug

3' x 9'QRCGF	6' x 12'QRIEV	9' x 12'QRCLK
3' x 12'QRCHG	7½′ x 9′QRCJI	12' x 12'QRCOL
6' x 9'QRCIH	9' x 10½'QRCKJ	12' x 15'ORCSM



# No. 4735 Armstrong's Quaker Rug

3' x 9'QRIPK	6' x 12'QRIDX	9' x 12'QRIXS
3' x 12'QRIQM	$7\frac{1}{2}$ ' x 9'QRIVP	12' x 12'QRIZW
6' x 9'QRIRN	$9' \times 10\frac{1}{2}' \dots QRIWQ$	12' x 15'QRJAY



(Approximately 1/6 actual size)

# No. 4737 Armstrong's Quaker Rug

3' x 9' QRJSN 3' x 12' QRJTK	1/2 x 3	9' x 12' QRKBO 12' x 12' QRKCP
	9' x 10½'QRJXA	12' x 15'QRKDN

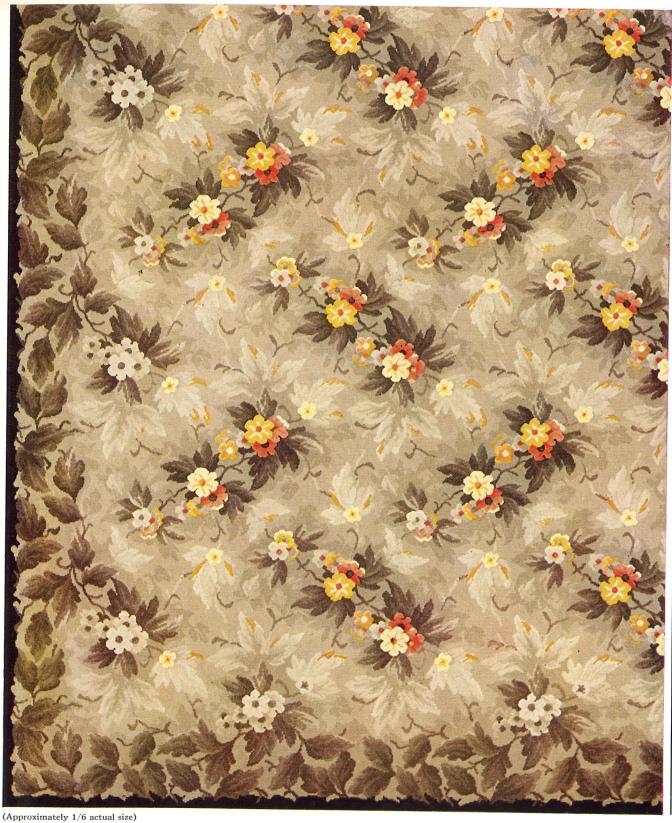
R M S T R 0 N G S



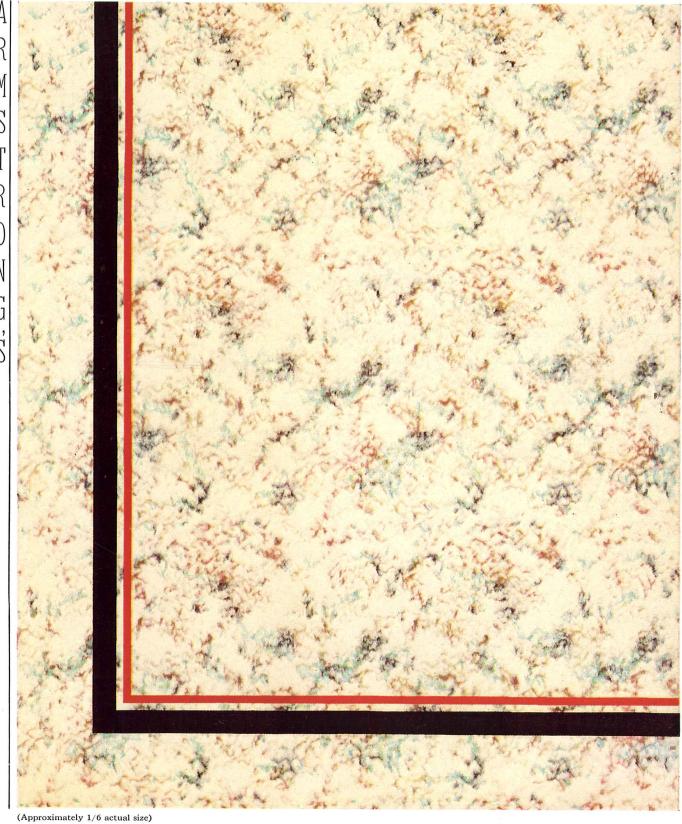
(Approximately 1/6 actual size)

### No. 4746 Armstrong's Quaker Rug

3' x 9'QRKPT	7½' x 9'QRKSX	9' x 12'QRKXJ
3' x 12'QRKQY	9' x 9'QRKTW	9' x 15'QRKYD
6' x 9'QRKRZ	9' x $10\frac{1}{2}$ 'QRKWH	12' x 12'QRKZE
6' x 12'QTTAE		12' x 15'QRLAY

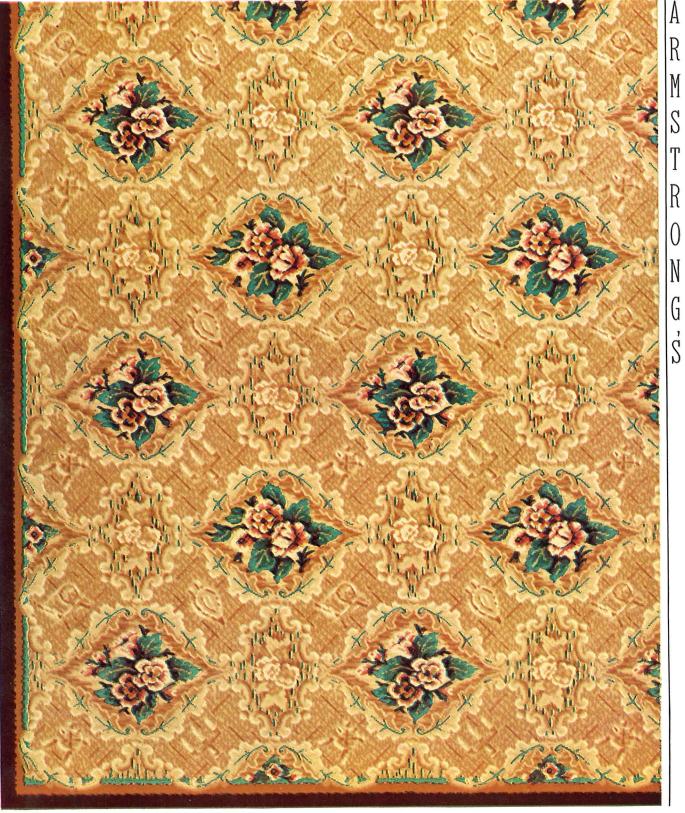


# No. 4747 Armstrong's Quaker Rug



# No. 4755 Armstrong's Quaker Rug

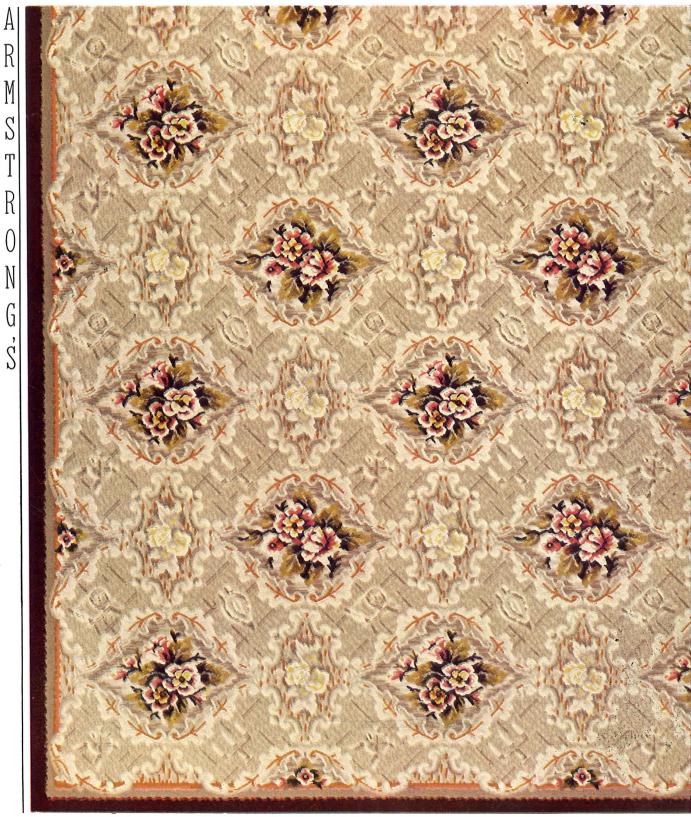
3' x 9'QRLQG	7½′ x 9′QRLWB	9' x 12'QRMBG
3' x 12'QRLRF	9' x 9'QRLYA	9' x 15'QRMCH
6' x 9'QRLTD	$9' \times 10\frac{1}{2}' \dots QRMAF$	12' x 12'QRMDI
6' x 12'QRNCG		12' x 15'QRMEJ



(Approximately 1/6 actual size)

# No. 4765 Armstrong's Quaker Rug

3' x 9'QRCTN	7½' x 9'QRCXV	9' x 12'QRDNA
3' x 12'QRCVO	9' x 9'QRCYW	9' x 15'QRDMC
6' x 9'QRCWU	9' x 10½'QRCZX	12' x 12'QRDLF
6' x 12'QRNDH		12' x 15'QRDKG



(Approximately 1/6 actual size)

# No. 4766 Armstrong's Quaker Rug

	0 0	
3' x 9'QRDJM	7½' x 9'QRDCT	9' x 12'QRFZB
3' x 12'QRDIO	9' x 9'QRDBV	9' x 15'QRFYC
6' x 9'QRDHQ	9' $\times 10\frac{1}{2}$ 'QRDAY	12' x 12'QRFXE
6' x 12'QRNEI		12' x 15'ORFWG



# EASE OF CLEANING OFFERED BY ARMSTRONG'S QUAKER RUGS MAKES THEM POPULAR WITH HOMEMAKERS EVERYWHERE

Of particular appeal to homemakers is the combination of practicability, good looks, and sparkling design found in Armstrong's Quaker Rugs. In the kitchen shown above, Quaker Rug No. 4776 actually gives the room a gay, rich, and distinctive appearance. The colorful tile effect of the pattern, with its Mellow Tone Marbling, is unusually attractive, but of equal interest is the fact that it can be easily cleaned. This is an

important advantage to women everywhere who are looking for ways to lighten household tasks. Armstrong's Quaker Rugs are easily kept clean by lightly dusting with a dry mop; spilled things can be wiped right off with a damp cloth. When necessary, these rugs may be washed safely, for they're waterproof.

Colorful Quaker Rug patterns are created by the same designers who style Armstrong's Linoleum Floors.



(Approximately 1/6 actual size)

### No. 4776 Armstrong's Quaker Rug

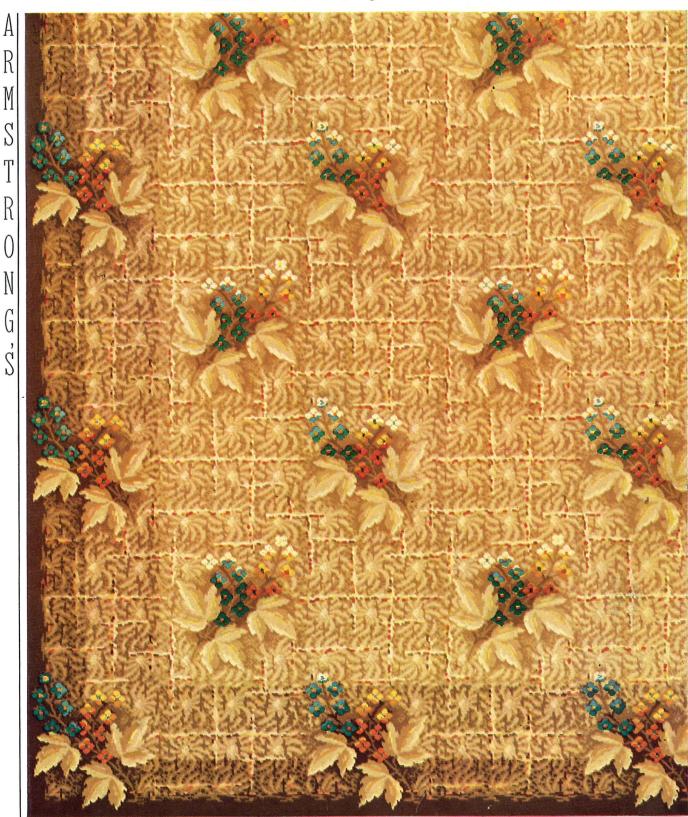
3' x 9'QRFHT	6′ x 12′QRNFJ	9' x 12'QRHRD
3' x 12'QRFGU	$7\frac{1}{2}$ ' x 9'QRFAZ	12' x 12'QRHSE
6' x 9'QRFDX	9' x $10\frac{1}{2}$ 'QRHNB	12' x 15'QRHTF



(Approximately 1/6 actual size)

# No. 4785 Armstrong's Quaker Rug

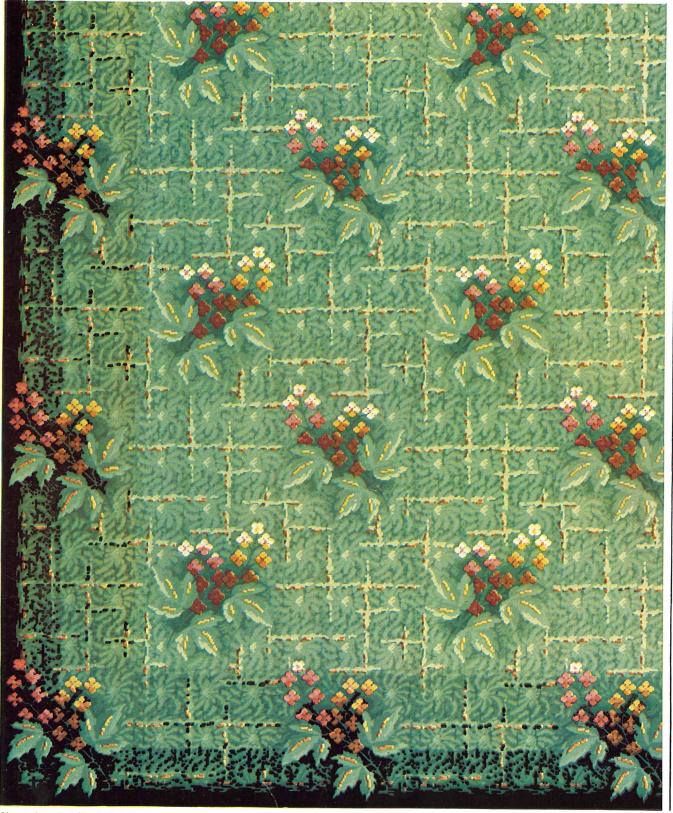
#101°		J
3' x 9'QRNIM	7½′ x 9′QRNMQ	9' x 12'QRNPT
3' x 12'QRNJN	9' x 9'QRNNR	9' x 15'QRNQV
6' x 9'QRNKO	3 11 10/2 1111111	12' x 12'QRNRU
6' x 12'QRNLP		12' x 15'QRNSW



(Approximately 1/6 actual size)

### No. 4786 Armstrong's Quaker Rug

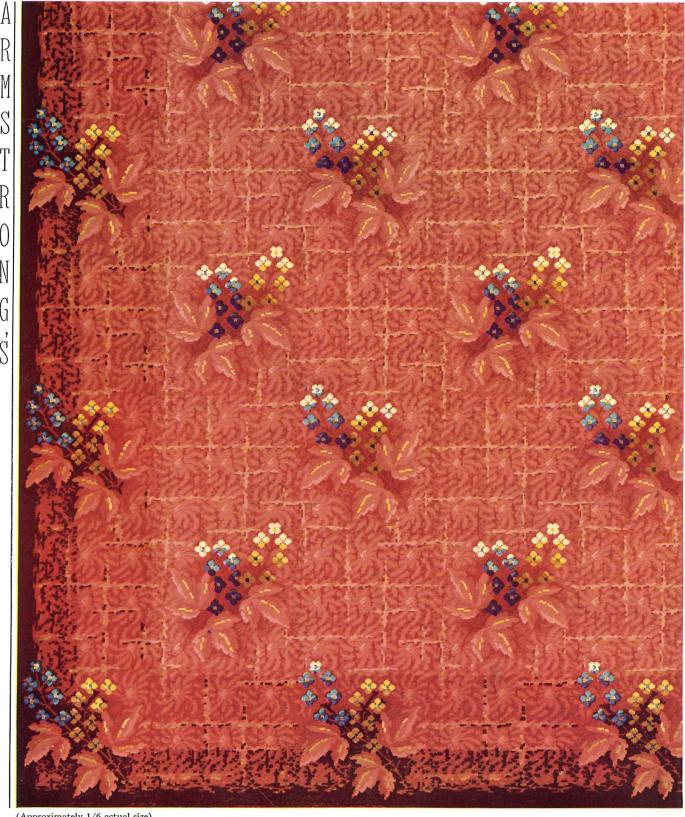
							_	
3′ x	9'	.QRNTX	71/2'	′ x	9'QRNXB	9'	x 12'	 QROAD
3' x	12'	.QRNUY	9'	x	9'QRNYC	9'	x 15'	 QROBF
6' x	9'	.QRNVZ	9'	x	$10\frac{1}{2}$ 'QRNZD	12'	x 12'	 QROCG
6' x	12'	.QRNWA			•	12'	x 15'	 QRODH



(Approximately 1/6 actual size)

### No. 4787 Armstrong's Quaker Rug

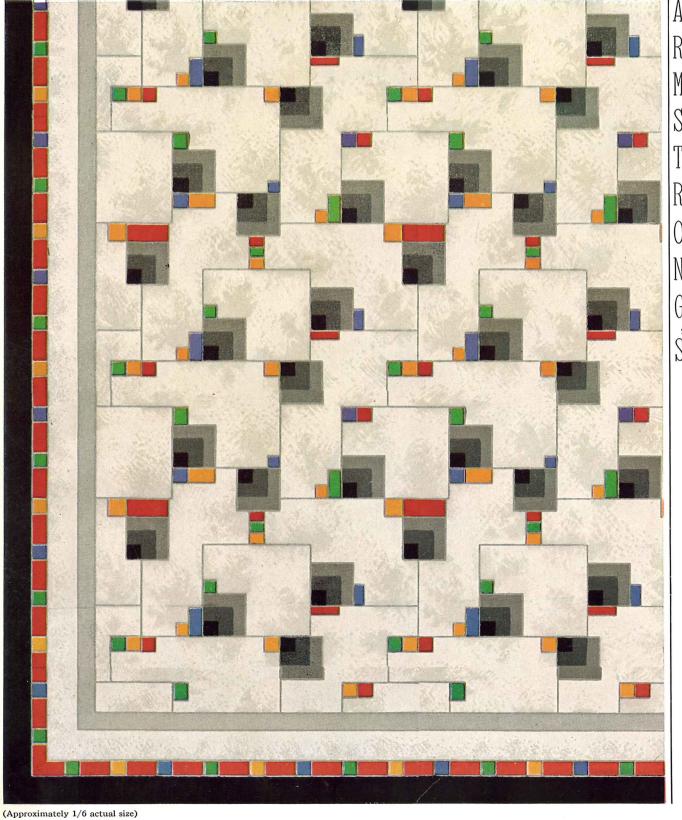
	or or of a drawn of	
3' x 9'QROEI	7½′ x 9′QROJN	9' x 12'QROOQ
3' x 12'QROFJ	9' x 9'QROKO	9' x 15'QROPR
6' x 9'QROHK	$9' \times 10\frac{1}{2}' \dots QROLP$	12' x 12'QROQS
6' x 12'QROIL		12' x 15'QROST



(Approximately 1/6 actual size)

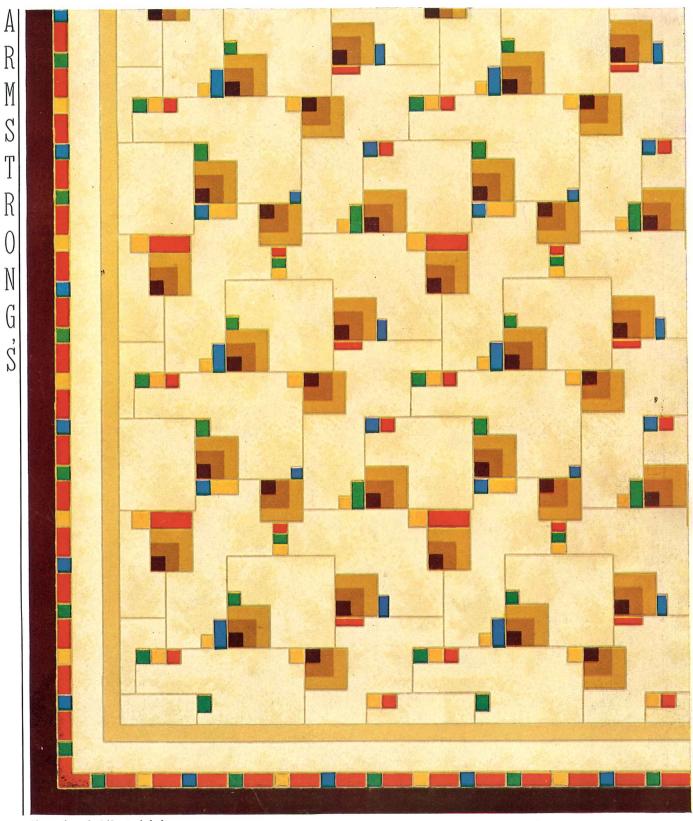
# No. 4788 Armstrong's Quaker Rug

3' x 9'QROUV	7½′ x 9′QRPJX	9' x 12'QRPOU
3' x 12'QROXW	9′ x 9′QRPMW	9' x 15'QRPPT
6' x 9'QROWX	9' x $10\frac{1}{2}$ 'QRPNV	12' x 12'QRPQS
6' x 12'QRPIY		12' x 15'QRPRQ



# No. 4795 Armstrong's Quaker Rug

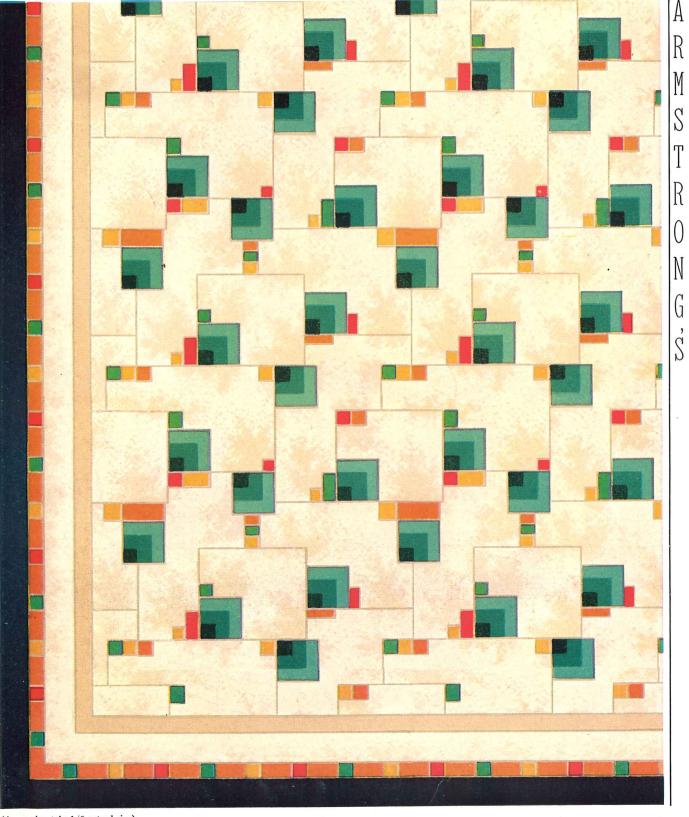
					0		
3' x 9'	QRPSP	71/2'	x	9'	.QRPWJ	9' x 12'	.QRPZA
3' x 12'	QRPTN	9'	x	9'	.QRPXE	9' x 15'	.QRQAJ
6' x 9'	QRPUM	9′	x I	$10\frac{1}{2}'$	.QRPYD	12' x 12'	.QRQBK
6' x 12'	QRPVK					12' x 15'	.QRQCL



(Approximately 1/6 actual size)

### No. 4796 Armstrong's Quaker Rug

				_	•			
3' x 9'	.QRQDM	71/2' 2	9'		QRQHQ	9' x	12'	 QRQKT
3' x 12'	QRQEN	9' :	۶ 9'		QRQIR	9' x	15'	 QRQLU
6' x 9'	.QRQFO	9' :	10½	<b>′</b>	.QRQJS	12' x	12'	 QRQMV
6' x 12'	.QRQGP					12' x	15'	 .QRQNW



(Approximately 1/6 actual size)

### No. 4797 Armstrong's Quaker Rug

3' x 9'QRQOX	7½' x 9'QRQSB 9' x 9'QRQTC	9' x 12'QRQVE 9' x 15'QRQWF
3' x 12'QRQPY 6' x 9'QRQQZ	9' x 10½'QRQUD	12' x 12'QRQXG
6' x 12'QRQRA		12′ x 15′QRQYH

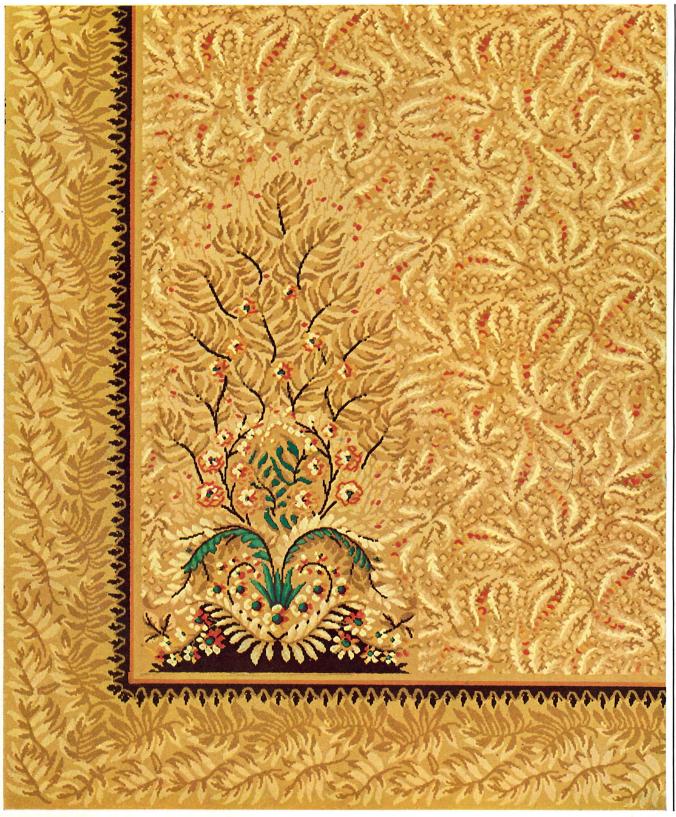






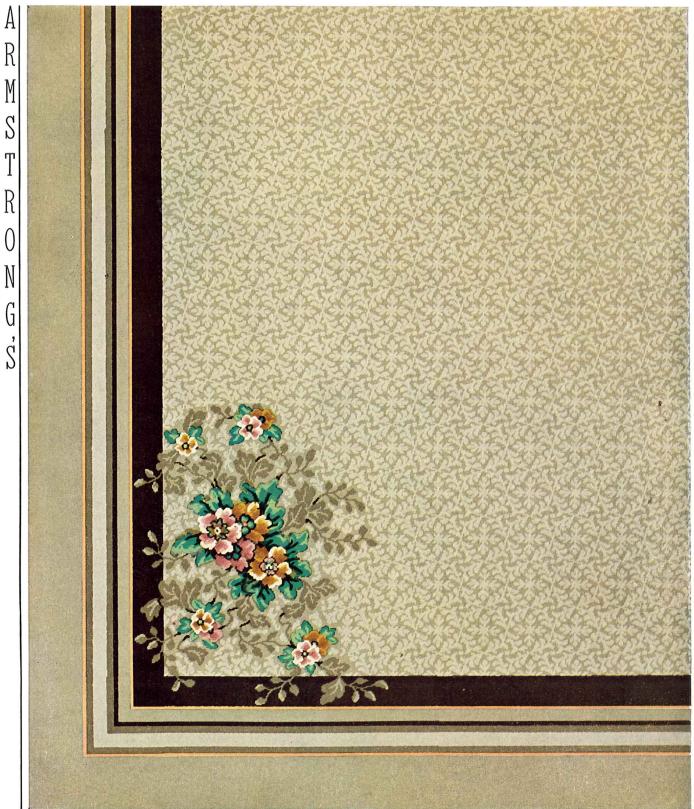
3' 3' 6' 6'

2101 =	000	
′ x 9′QRQZI	7½′ x 9′QRRDO	9′ x 12′QRRGR
′ x 12′QRRAL	9' x 9'QRREP	9' x 15'QRRHS
′ x 9′QRRBM	9' x 10½'QRRFO	12' x 12'QRRIT
′ x 12′QRRCN		12' x 15'QRRJU



(Approximately 1/6 actual size)						
No. 4806 Armstrong's Quaker Rug						
3' x 9'QRRKV 7½' x 9'QRROZ 9' x 12'QRRVG						
3' x 12'QRRLW 9' x 9'QRRPA 9' x 15'QRRSD						
6' x 9'QRRMX 9' x 10½'QRRQB 12' x 12'QRRTE						
6' x 12'QRRNY 12' x 15'QRRUF						





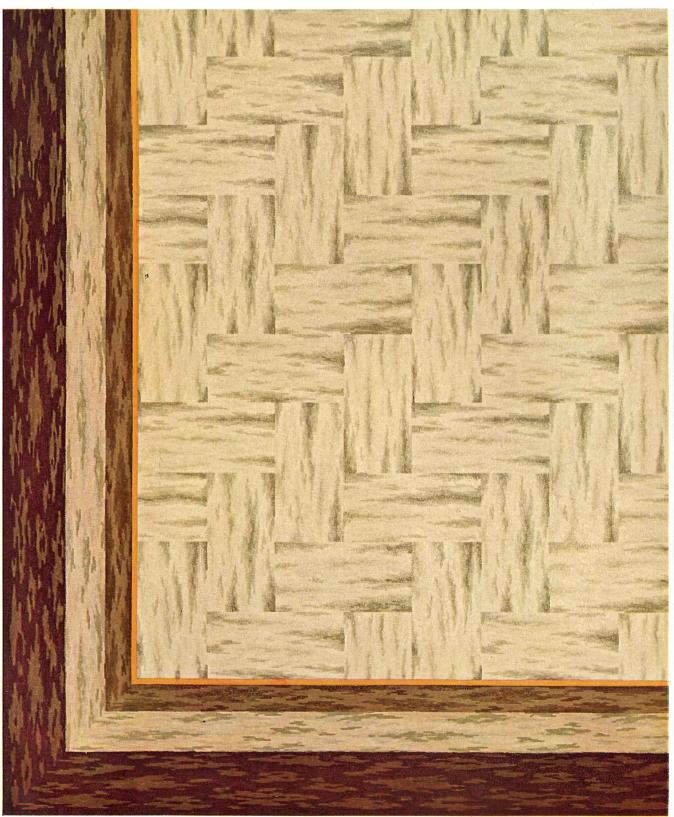
(Approximately 1/6 actual size)



# No. 4831 Armstrong's Quaker Rug

18" x 36"QRUOB	$4\frac{1}{2}$ ' x $4\frac{1}{2}$ 'QROYM	9' x 9'QRCUT
$3' \times 4\frac{1}{2}' \dots QRURP$	$4\frac{1}{2}$ ' x 6'QROZA	$9' \times 10\frac{1}{2}' \dots QRWAF$
3' x 6'QRUSE	6' x 9'QRVRO	9' x 12'QRWEC
3' x 9'QRPCO	6' x 12'QRNGK	9' x 15'QRGZY
3' x 12'QRPDR	$7\frac{1}{2}$ ' x 9'QRVUT	12' x 12'QRPEB
	[ 055 ]	12' x 15'QRPFC

[ 255 ]



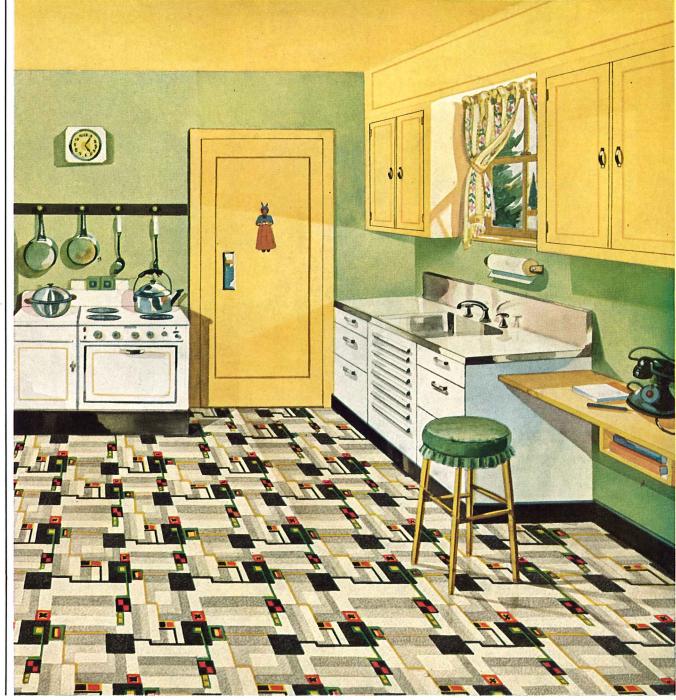
G

(Approximately 1/6 actual size)

### No. 4990 Armstrong's Quaker Rug

2101	TOO INTIDOLOUS D & COUNTED	- u u b
18" x 36"QRSAV	6' x 9'QRYAM	9' x 10½'QRYFS
$3' \times 4\frac{1}{2}' \dots QRSIC$	6' x 12'QRNHL	9' x 12'QRYJO
3' x 6'QRSKU	$7\frac{1}{2}$ ' x 9'QRYED	9' x 15'QRZKO
3' x 9'QRPGF	9' x 9'QRZIB	12' x 12'QRPJH
3' x 12'QRPHG		12' x 15'QRPKI

ARMSTRONG'S



# EXTRA WIDTH OF ARMSTRONG'S QUAKER FLOOR COVERING MAKES POSSIBLE SEAMLESS FLOORS FROM WALL TO WALL

Homemakers can get the effect of complete redecoration by covering their floors from wall to wall with Armstrong's Quaker Floor Covering. Since it is available in the full four-yard width, in a majority of cases seamless one-piece installations may be obtained on floors which formerly would have required two strips of material. Matching waste also is eliminated in the average residential room because of the extra width.

Thanks to the exclusive Safety-Back on Armstrong's Quaker Floor Covering, it can be pasted direct to wood floors and removed when a change of pattern is desired without damaging the subfloor.

Beauty and good cheer are added to the charming kitchen shown above by Armstrong's Quaker Floor Covering No. 2891, a smart textured effect in black and white, with accents of jade, gold, red, and black.

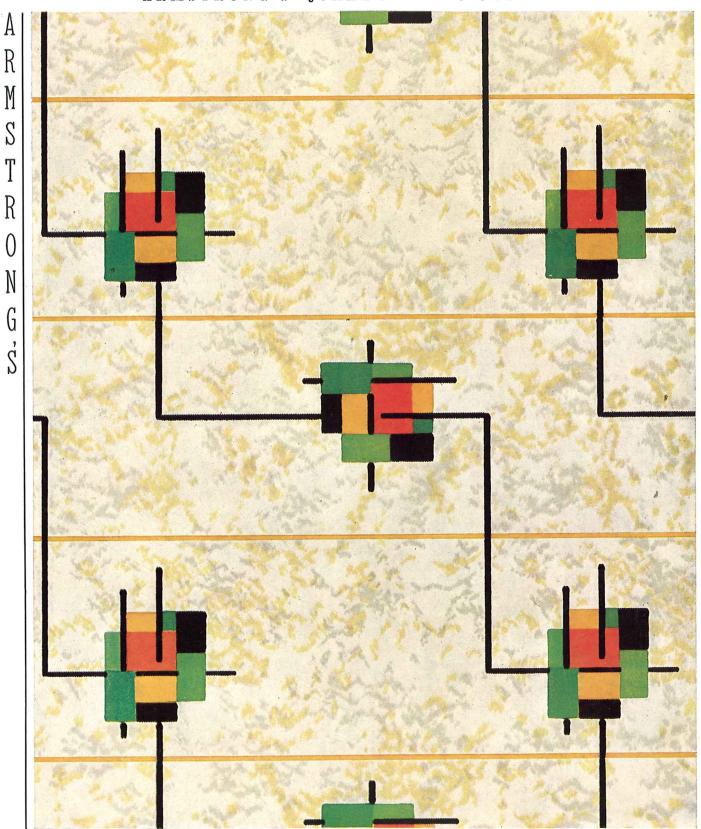
# ARMSTRONG'S QUAKER FLOOR COVERING



(Approximately 1/4 actual size)

No. 2750 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBUTA, 3 yards...FBDUK, 4 yards...FBHDO

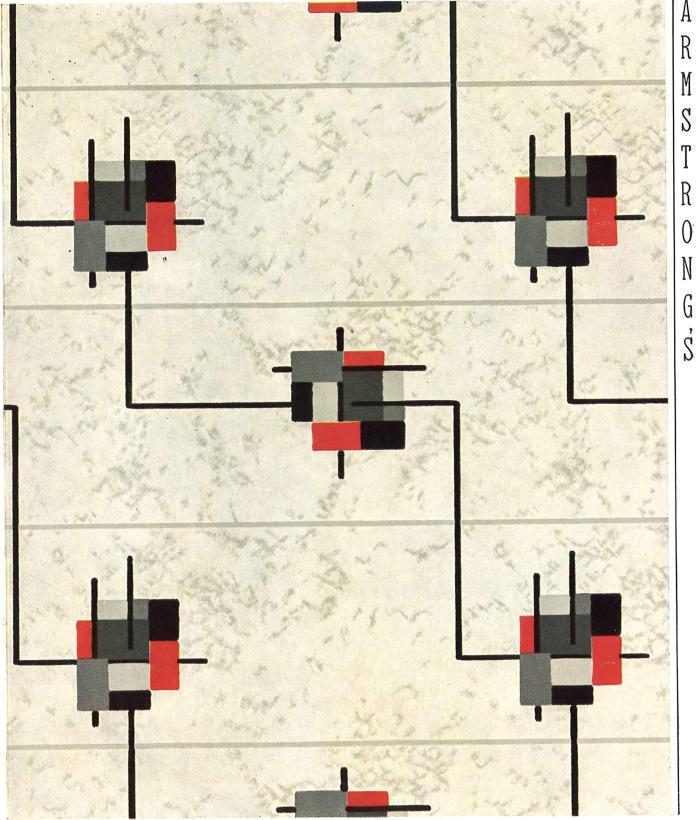
### ARMSTRONG'S QUAKER FLOOR COVERING



No. 2775 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBCAJ, 3 yards...FBCBK, 4 yards...FBCDM

(Approximately 1/4 actual size)

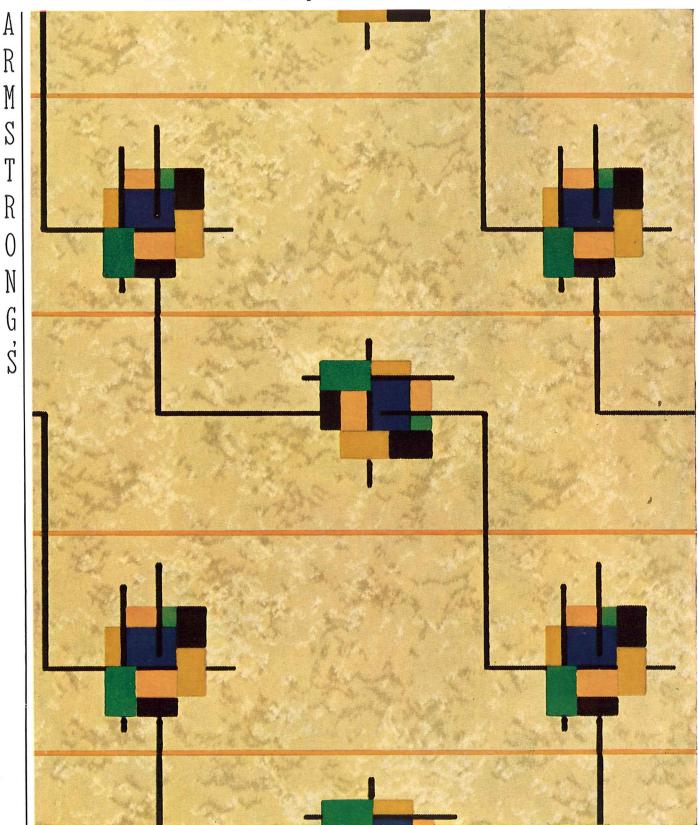
(2, 3, and 4 yards wide)



(Approximately 1/4 actual size)

No. 2776 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBCEN, 3 yards...FBCFO, 4 yards...FBCGP

(2, 3, and 4 yards wide)



No. 2777 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBCHL, 3 yards...FBCIR, 4 yards...FBCJS

(2, 3, and 4 yards wide)

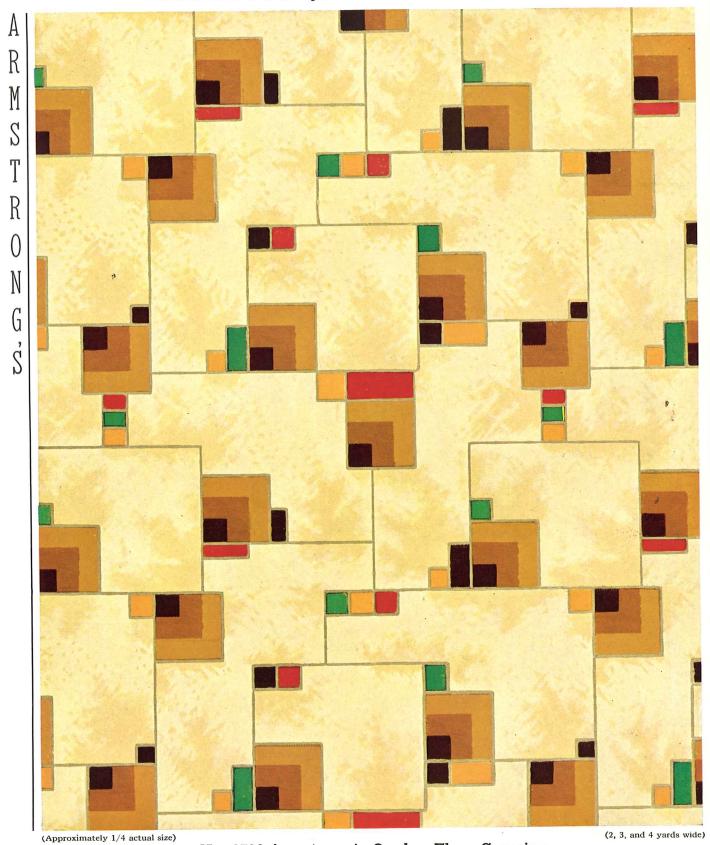
(Approximately 1/4 actual size)



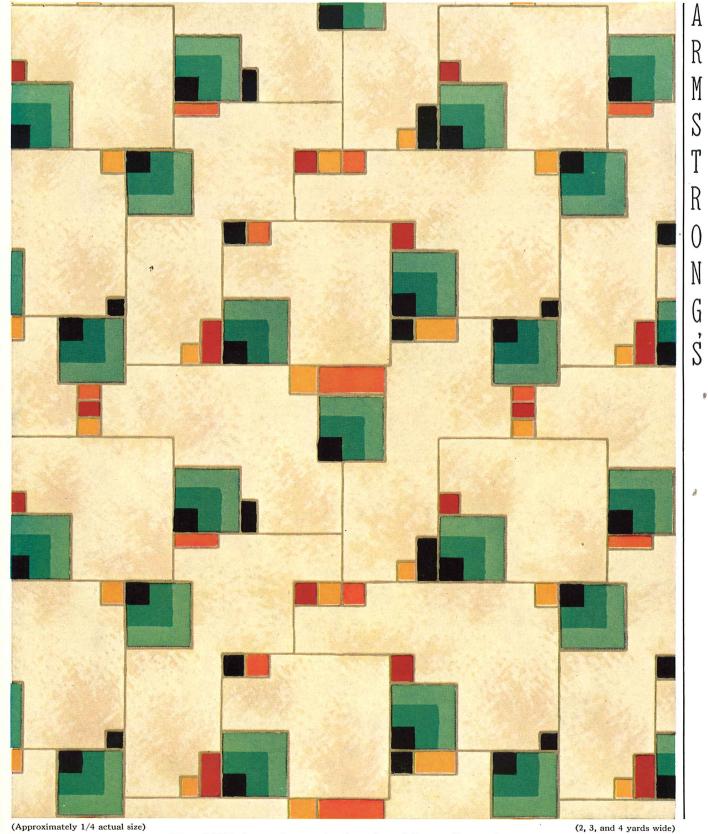
(Approximately 1/4 actual size)

No. 2795 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBCKT, 3 yards...FBCLU, 4 yards...FBCMV



No. 2796 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBCNW, 3 yards...FBCPY, 4 yards...FBCOZ



No. 2797 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBCRA, 3 yards...FBCSB, 4 yards...FBCTC



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

No. 2815 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBCUD, 3 yards...FBCVE, 4 yards...FBCWF



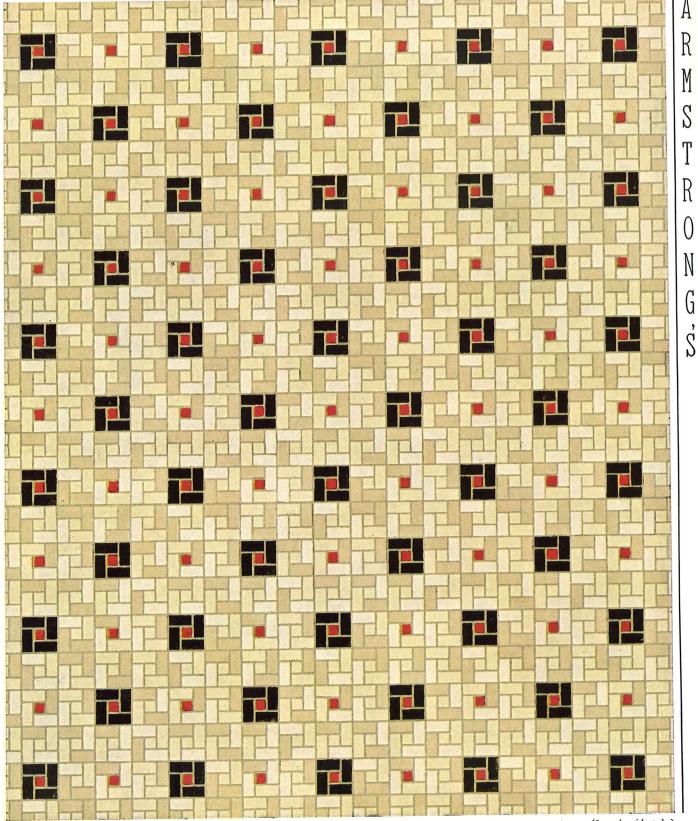
(Approximately 1/4 actual size)

No. 2821 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBJNO, 3 yards...FBJNU, 4 yards...FBHEP



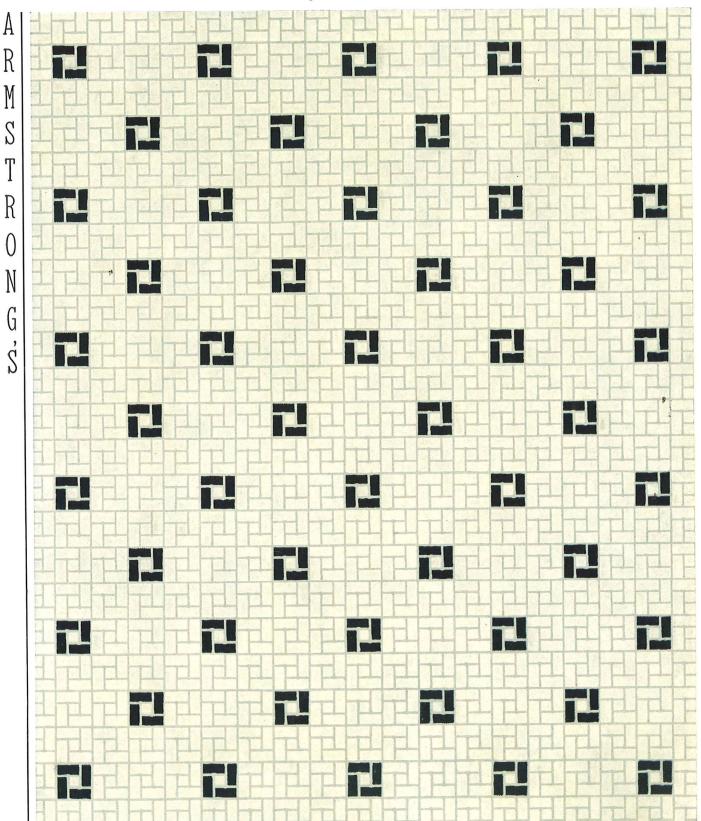
(Approximately 1/4 actual size) No. 2840 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBJRO, 3 yards...FBJRP, 4 yards...FBHGR

(2, 3, and 4 yards wide)



(Approximately 1/4 actual size)

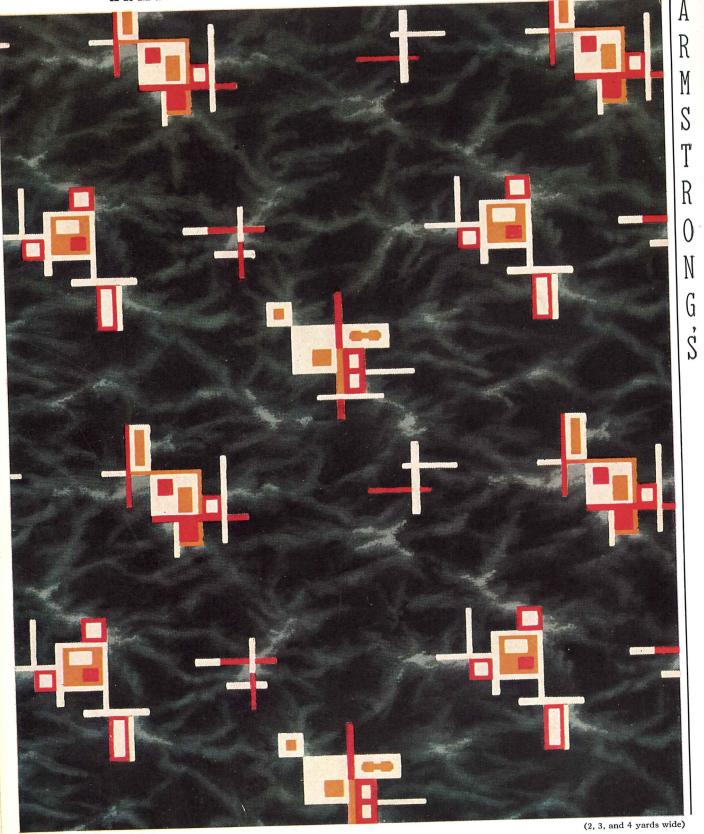
No. 2871 Armstrong's Quaker Floor Covering Code Word: FBAIV (2 yards wide only)



(Approximately 1/4 actual size)

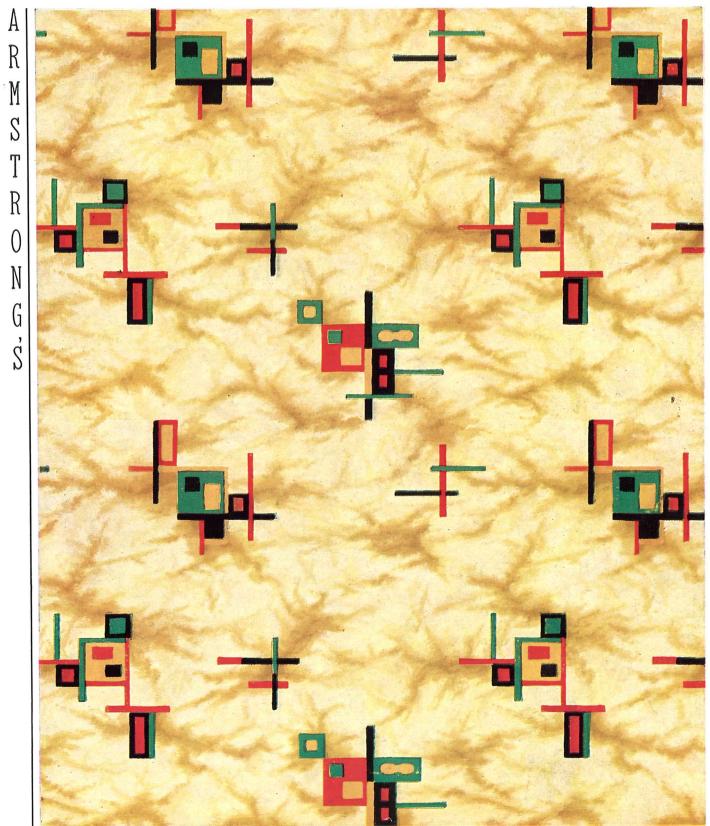
(2 yards wide only)

No. 2873 Armstrong's Quaker Floor Covering Code Word: FBCYH



(Approximately 1/4 actual size)

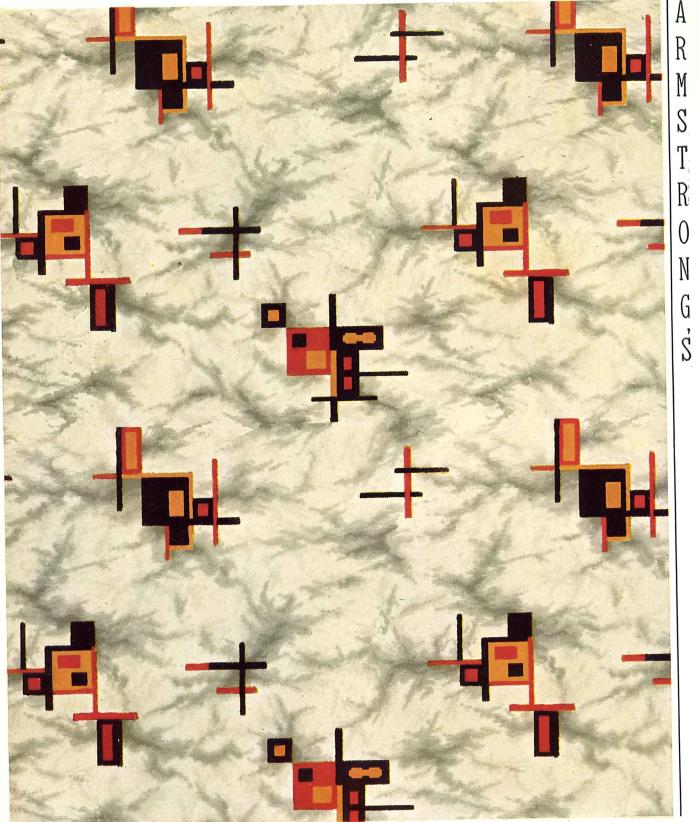
No. 2880 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBAJU, 3 yards...FBAKA, 4 yards...FBHLW



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

No. 2881 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBANG, 3 yards...FBAPF, 4 yards...FBHOZ



(Approximately 1/4 actual size)

No. 2882 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBASN, 3 yards...FBATZ, 4 yards...FBHPA

(2, 3, and 4 yards wide)

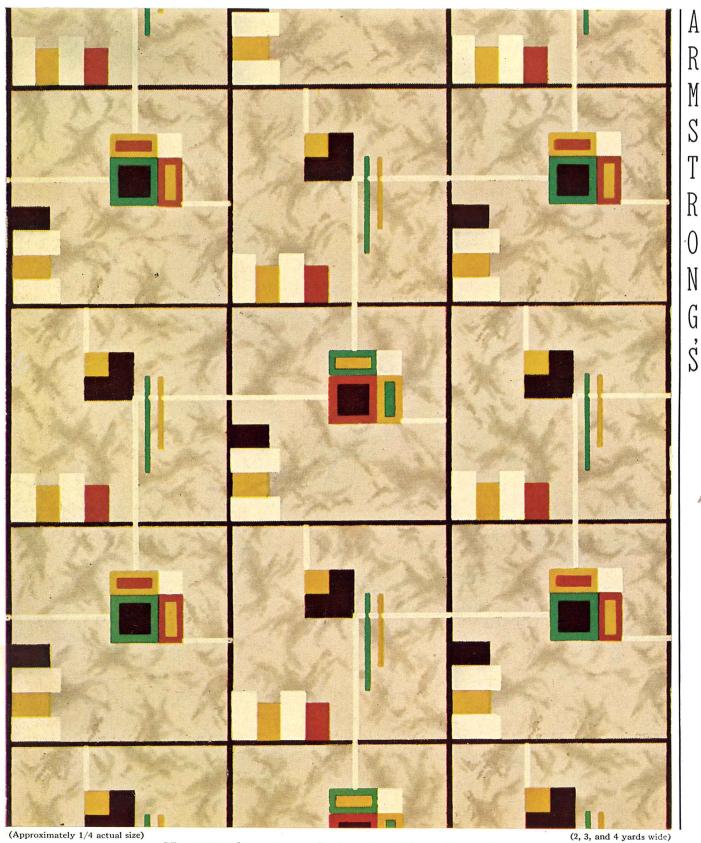


(Approximately 1/4 actual size)

No. 2891 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBAZY, 3 yards...FBDOT, 4 yards...FBHRC

(2, 3, and 4 yards wide)



No. 2902 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBNNI, 3 yards...FBNON, 4 yards...FBNRA

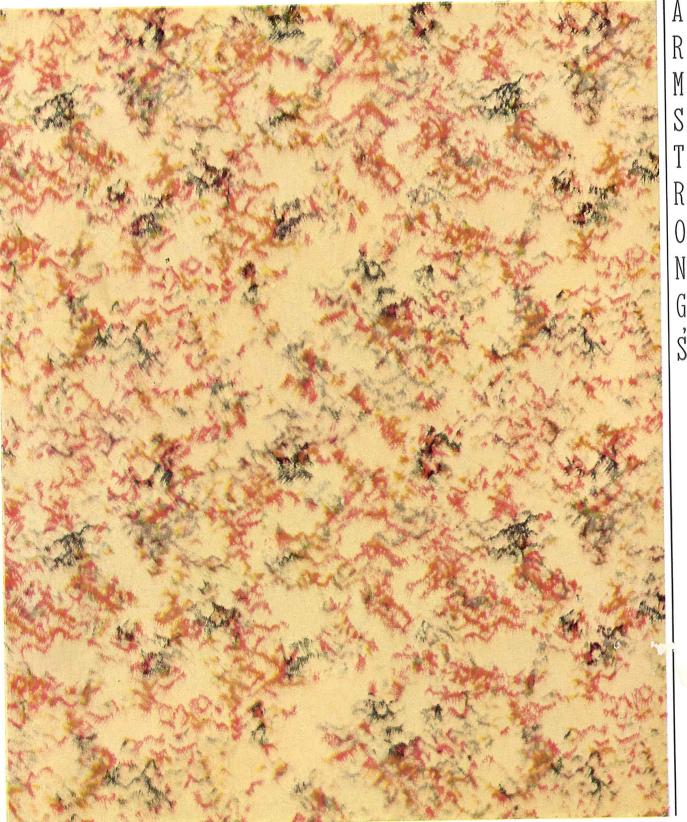
[ 274 ]



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide).

No. 2931 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBFYF, 3 yards...FBLED, 4 yards...FBLGE



(Approximately 1/4 actual size)
No. 2940 Armstrong's Quaker Floor Covering
Code Words: 2 yards...FBWAL, 3 yards...FBLHF, 4 yards...FBWBM

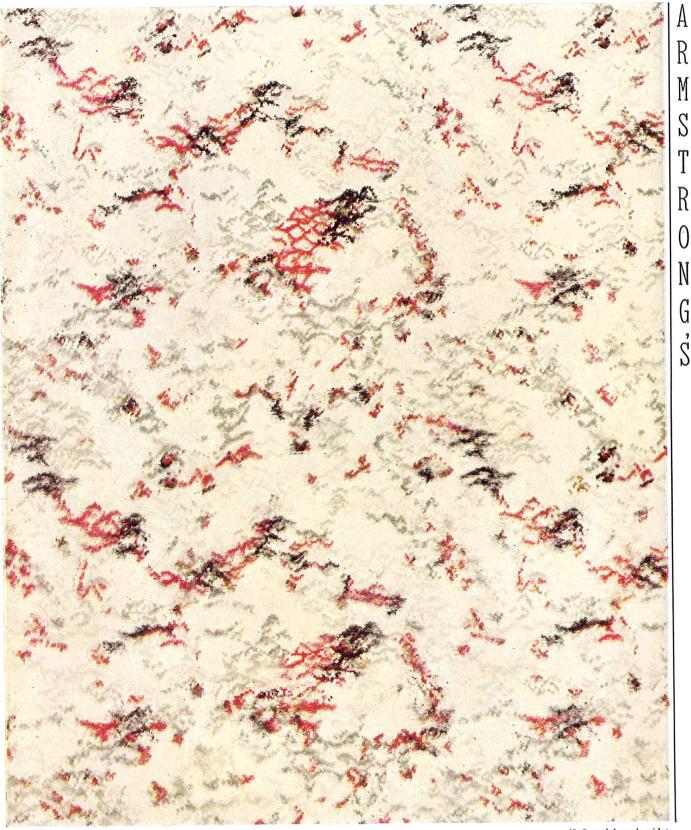
(2, 3, and 4 yards wide)

(Approximately 1/4 actual size)

No. 2941 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBWCN, 3 yards...FBLJI, 4 yards...FBWDO

(2, 3, and 4 yards wide)



(Approximately 1/4 actual size)

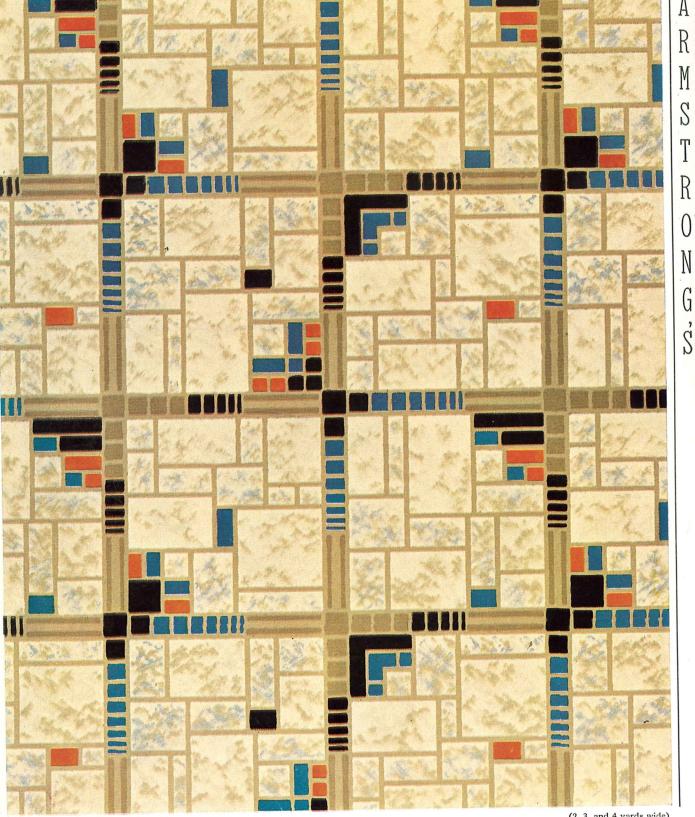
No. 2944 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBWIT, 3 yards...FBLNU, 4 yards...FBWJU

(2, 3, and 4 yards wide)

(2, 3, and 4 yards wide)

(Approximately 1/4 actual size)

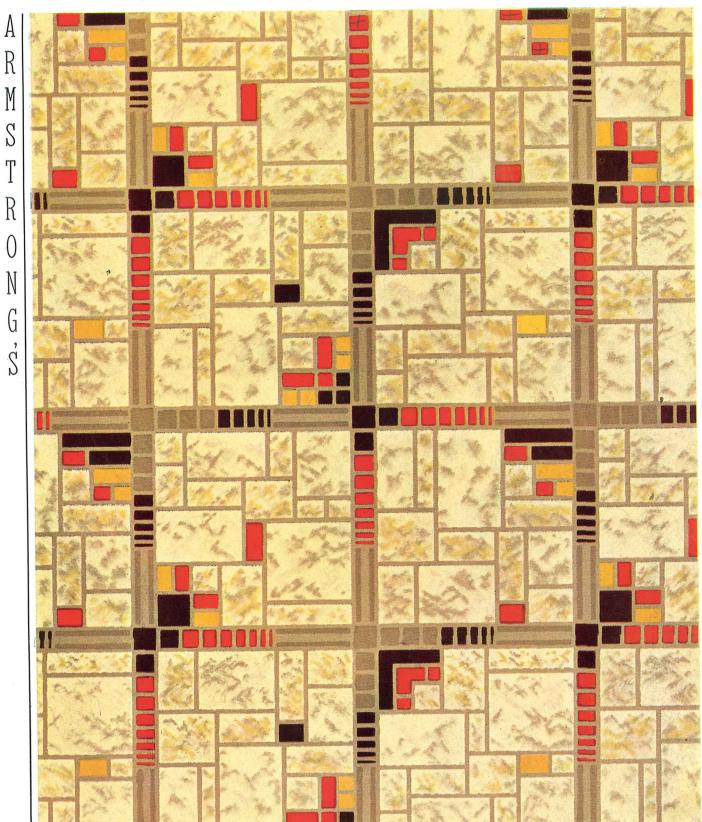
No. 2946 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBWMX, 3 yards...FBLRL, 4 yards...FBWNY



(Approximately 1/4 actual size)

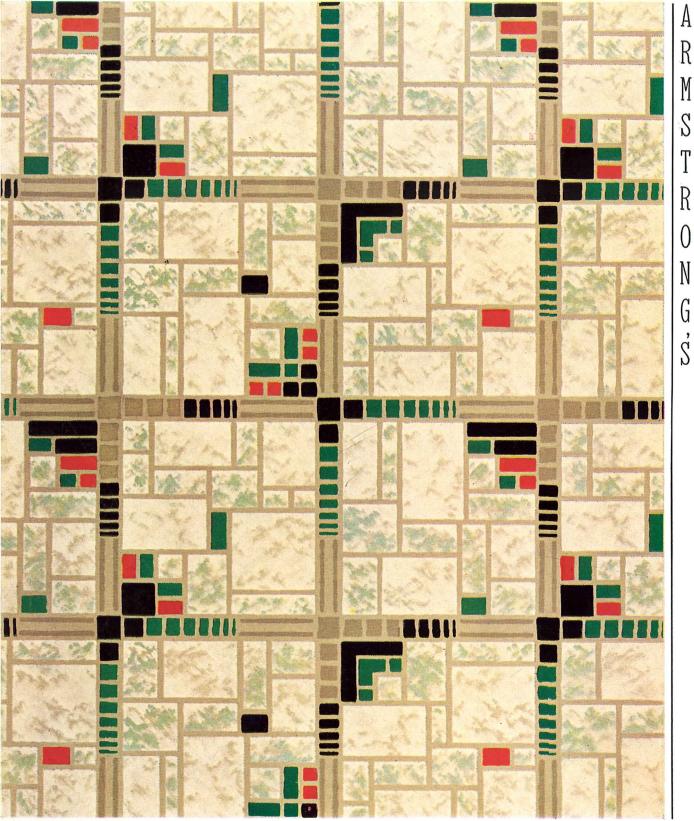
No. 2950 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBGNA, 3 yards...FBGOB, 4 yards...FBGPC

(2, 3, and 4 yards wide)



(Approximately 1/4 actual size)
No. 2951 Armstrong's Quaker Floor Covering
Code Words: 2 yards...FBGRE, 3 yards...FBGSF, 4 yards...FBGTG

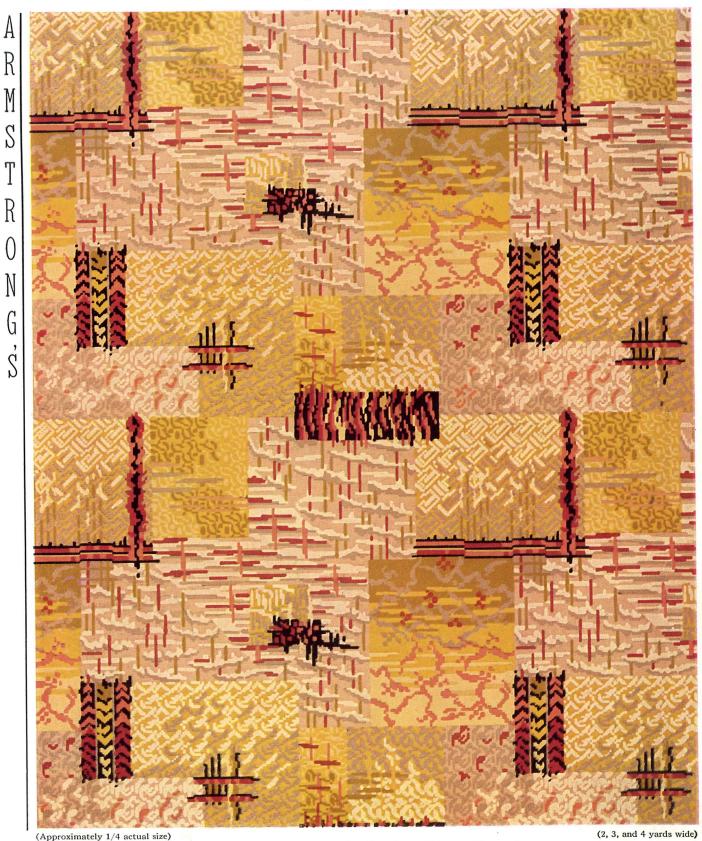
(2, 3, and 4 yards wide)



(Approximately 1/4 actual size)

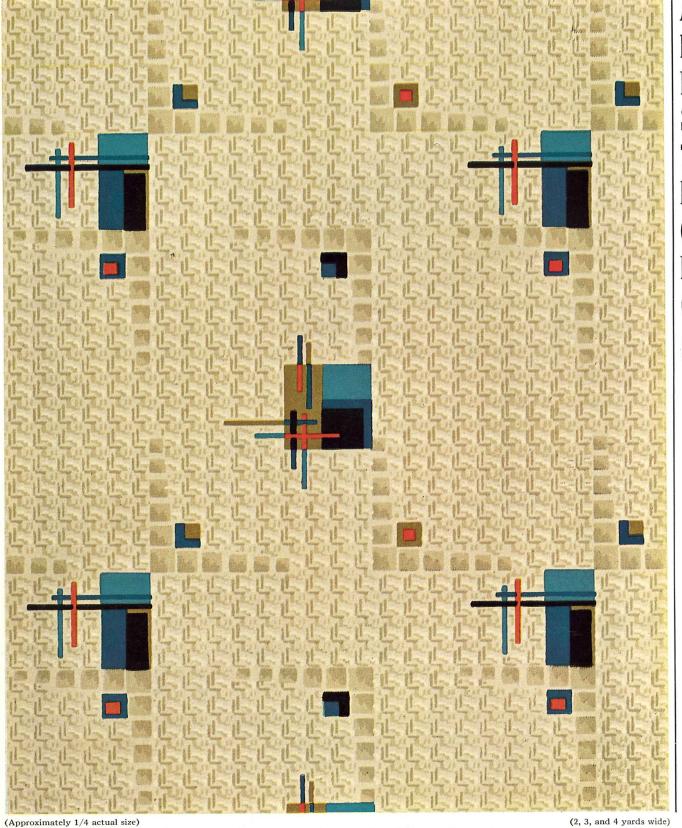
No. 2952 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBGUH, 3 yards...FBGVI, 4 yards...FBGXK

(2, 3, and 4 yards wide)

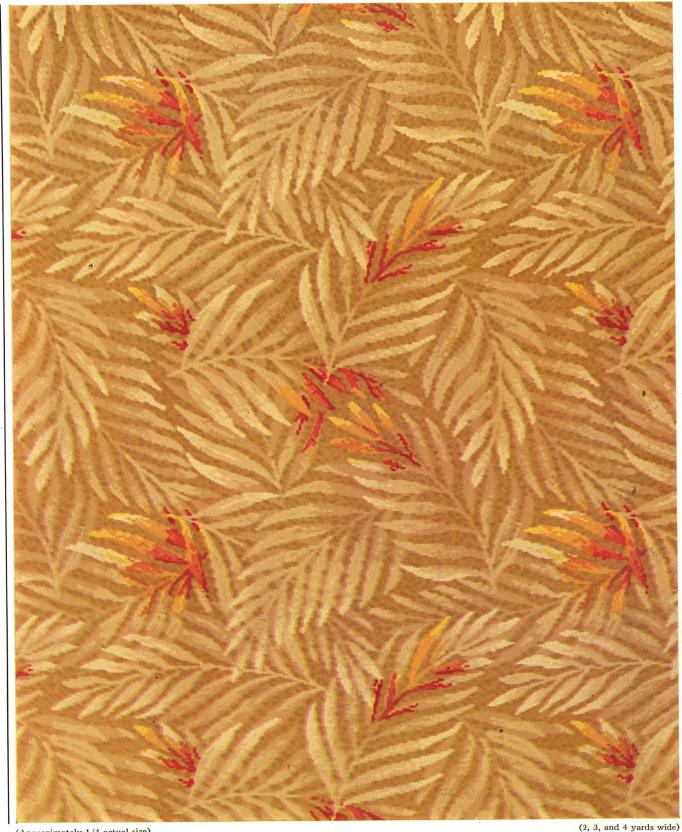


No. 2960 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBGYL, 3 yards...FBGZM, 4 yards...FBGAP

(Approximately 1/4 actual size)

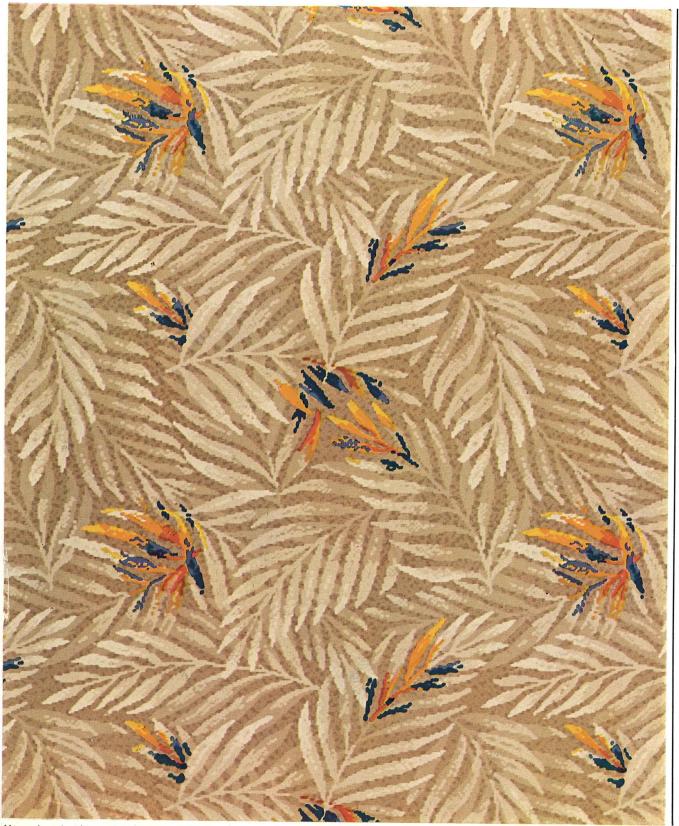


No. 2970 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBGBO, 3 yards...FBGCN, 4 yards...FBGDQ (2, 3, and 4 yards wide)



(Approximately 1/4 actual size)

No. 2980 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBABO, 3 yards...FBACP, 4 yards...FBADQ

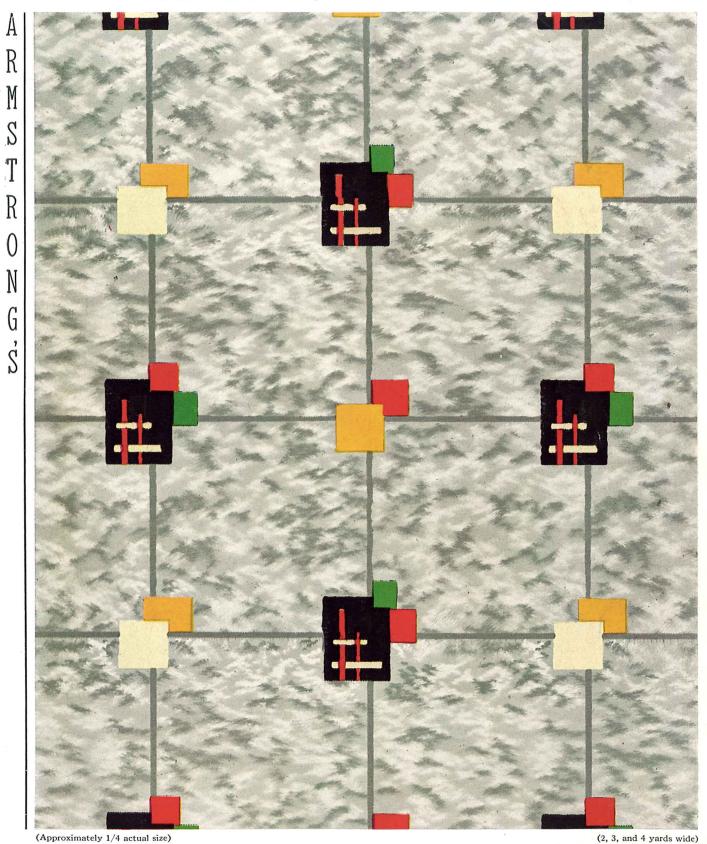


(Approximately 1/4 actual size)

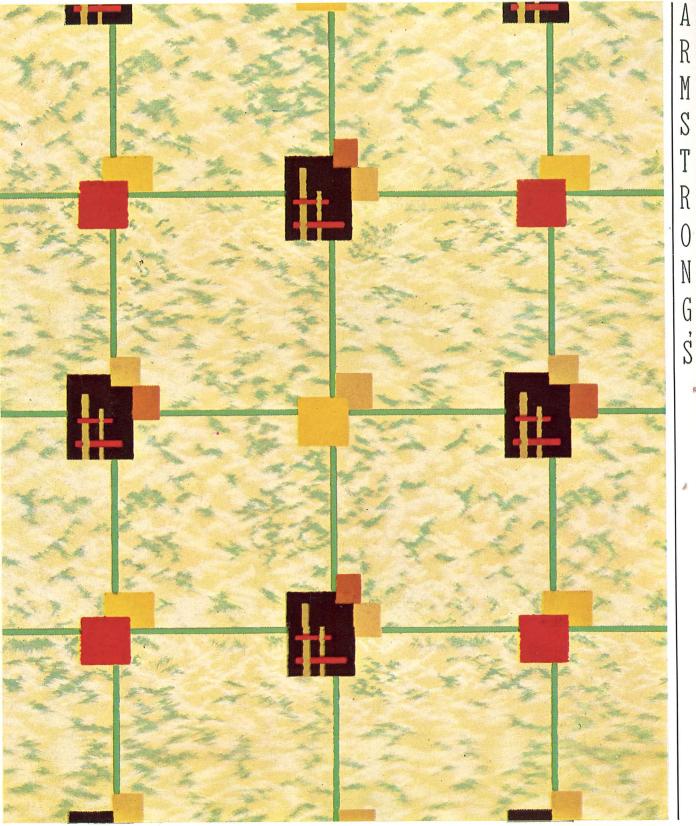
No. 2981 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBAER, 3 yards...FBAFS, 4 yards...FBAGT

(2, 3, and 4 yards wide)

M S



No. 2991 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBAKX, 3 yards...FBALY, 4 yards...FBAMZ



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

No. 2992 Armstrong's Quaker Floor Covering Code Words: 2 yards...FBANA, 3 yards...FBAOB, 4 yards...FBAPC

#### ARMSTRONG'S QUAKER PASSAGE COVERING



NO. P230 Armstrong's Quaker
Passage Covering
(Approx. 1/6 actual size) 24 and 36 inches wide.
Code Words: 24 inches...SCMAC,
36 inches...SCGOW



No. P241 Armstrong's Quaker Passage Covering (Approx. 1/6 actual size) 24 and 36 inches wide. Code Words: 24 inches...SCXEK, 36 inches...SCXMA

Since Armstrong's Quaker Passage Covering combines beauty, durability, and economy, it is an ideal material for covering the floors of entrances and other halls. Passages are always subjected to more severe wear than other areas, and thus the problems of cleaning and refinishing ordinary wood floors are greater. But with long-wearing, easy-to-clean, Quaker Passage Covering over the floors, the cleaning job resolves itself into a daily dusting and an occasional going-over with a damp mop. Maintenance costs are eliminated, and these savings quickly pay for the cost of the floor covering.

But the advantages of Quaker Passage Covering do not stop with ease-of-cleaning, long-wear, and economy. There is also beauty in these colorful patterns that does much to lift a dull uninteresting passage into a lively, cheerful hall.



No. P250 Armstrong's Quaker
Passage Covering
(Approx. 1/6 actual size) 24 and 36 inches wide.
Code Words: 24 inches...SCAJO,
36 inches...SCAMD



No. P240 Armstrong's Quaker
Passage Covering
(Approx. 1/6 actual size) 24 and 36 inches wide.
Code Words: 24 inches...SCWID,
36 inches...SCWUZ



No. P251 Armstrong's Quaker
Passage Covering
(Approx. 1/6 actual size) 24 and 36 inches wide.
Code Words: 24 inches...SCAOV,
36 inches...SCAPE



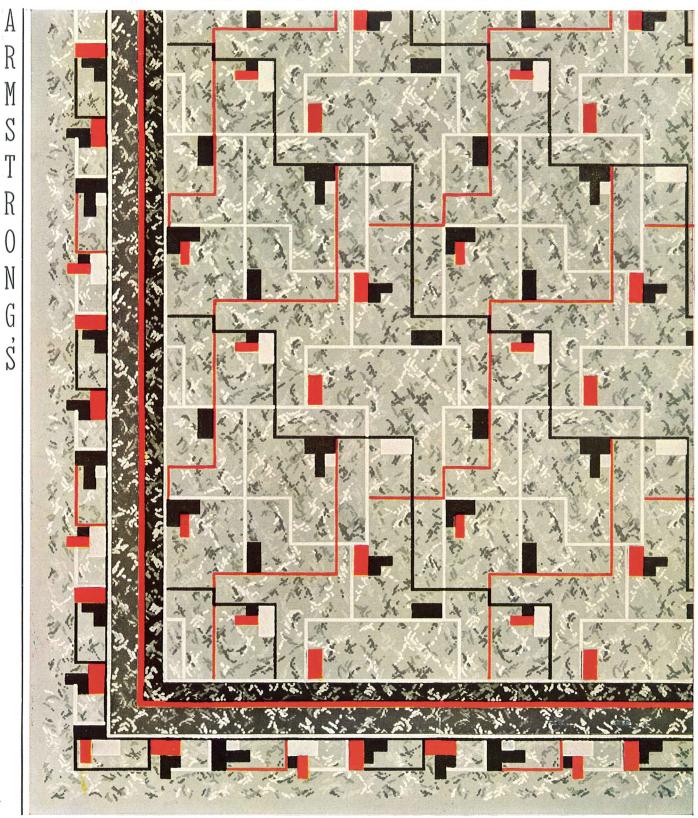
# POPULAR PRICES, BEAUTY, AND GOOD SERVICE FOUND BY THRIFTY BUYERS IN ARMSTRONG'S STANDARD RUGS AND FLOOR COVERING

Since Armstrong's Standard Rugs and Floor Covering combine the serviceability of medium grade felt-base goods and popular prices, they offer real value to the discriminating shopper who is looking for an inexpensive felt-base rug or floor covering that will give good service. The attractive offering is designed by the same artists who style the more expensive grades of floor coverings. There is a wide range of Standard

patterns including many distinctive and colorful floral, tile, textured, and geometric designs.

Special attention is called to the large 12-foot widths in Standard Rugs and Standard Floor Covering. This exclusive Armstrong feature permits one-piece floors and better-fitting rugs for many rooms.

In the bedroom pictured above is Standard Rug No. 4461, a fern-leaf motif in blue with colorful flowers.



(Approximately 1/6 actual size)

3′ x	9'.						FRDRH
3′ x	12' .						FRDSJ
6' x	9'.						FRPMP
6' x	12'.						FRGLG

#### No. 4247 Standard Rug

$7\frac{1}{2}' x$	9'FRPNO	9' x 12'FRPUH
9' x	9'FRPOB	9' x 15'FRPXK
9' x	$10\frac{1}{2}$ 'FRPTG	12' x 12'FRPYB
		12' x 15'FRPZM

#### ARMSTRONG'S STANDARD RUGS



(Approximately 1/6 actual size)

3' x	9'.						FRDTK
3' x	12'.						FRDUL
6' x	9'.			,			FREAU
6′ x	12'.			,			.FRQMZ

#### No. 4380 Standard Rug

			0		
71/	ζ' x	9'.	 FREBL	9' x 12'	FREEY
9'	x	9'.	 FRECI	9' x 15'	FREHA
9'	x	101/	 FREDO	12' x 12'	FRDVM
				$12' \times 15'$	FRDWN

R M S R  $\mathbb{N}$ G Ś



#### (Approximately 1/6 actual size)

#### No. 4381 Standard Rug

′ x 9′FRDXO	7½′ x 9′FRHDP	9' x 12'FRHGS
′ x 12′FRDYP	9' x 9'FRHEQ	9' x 15'FRHIU
′ x 9′FRHCO	9' x 10½'FRHFR	12' x 12'FRDZQ
′ x 12′FRQNA		12' x 15'FRIAO

#### ARMSTRONG'S STANDARD RUGS

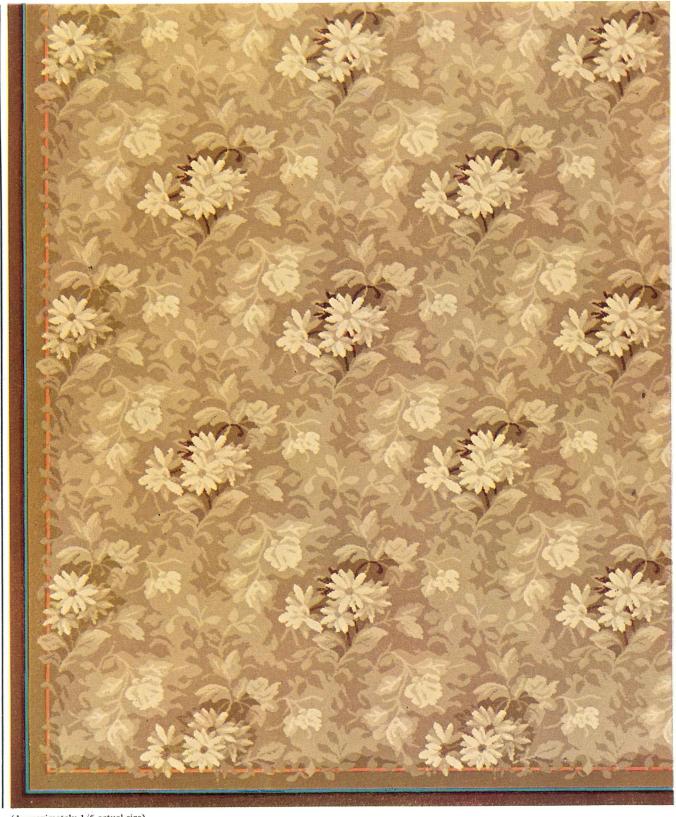


(Approximately 1/6 actual size)

3′	x	9'			ě					FRIBZ
3′	x	12'					į,			FRICY
6′	x	9'					٠			FRIGO
6'	X	12'				•			٠	.FRQOB

#### No. 4382 Standard Rug

			_		
71/9'	x	9′	FRNAL	9' x 12'	FRNDP
			FRNBM	9' x 15'	FRNEQ
9'	x	101/2'	FRNCO	12' x 12'	FRIDX
				$12' \times 15'$	FRIEW



#### (Approximately 1/6 actual size)

# $3' \times 9' \dots FRIMP$ 3' x 12' FRINO 6' x 9' FRION 6' x 12' FRQPC

#### No. 4410 Standard Rug

				•	
$7\frac{1}{2}$	x	9'	FRIPM	9' x 12'	FRISJ
9'	x	9′	FRIQL	9' x 15'	FRITI
9'	x	$10\frac{1}{2}'$	FRIRK	12' x 12'	FRIUH
				12' x 15'	FRIVE



N

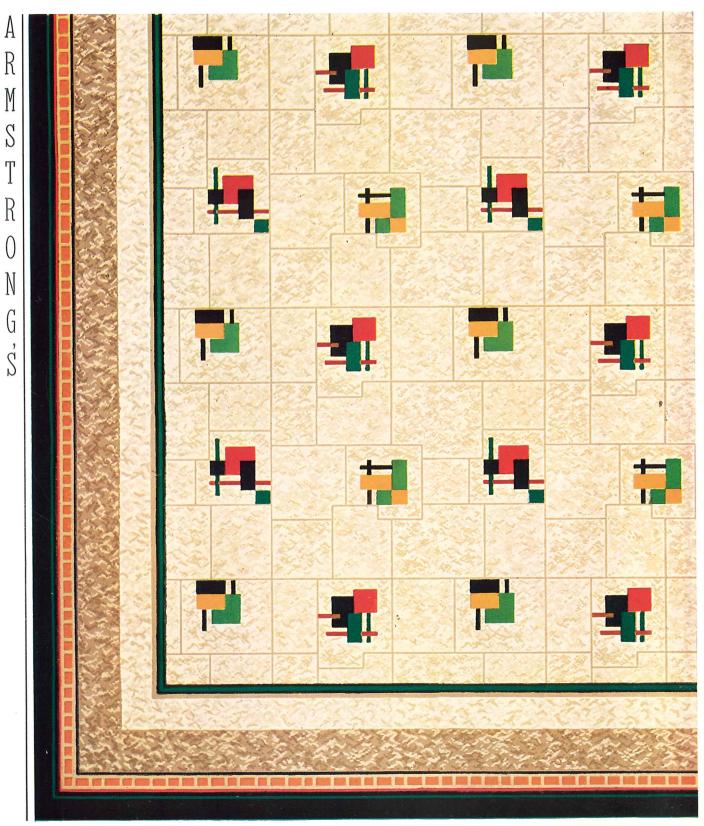
G

(Approximately 1/6 actual size)

3	,	х	9'								FRIWE
3	,	х	12'								FRIXD
6	,	x	9'								FRIYC
6	,	х	12'			٠			•		.FRQUH

# No. 4411 Standard Rug

		_ ,0 000			
71/2	′ x 9	′F	RIZB	9' x 12'	FROCJ
		′		9' x 15'	FRODK
		½'F		12' x 12'	FROEL
		, 2		12' x 15'	FROFM



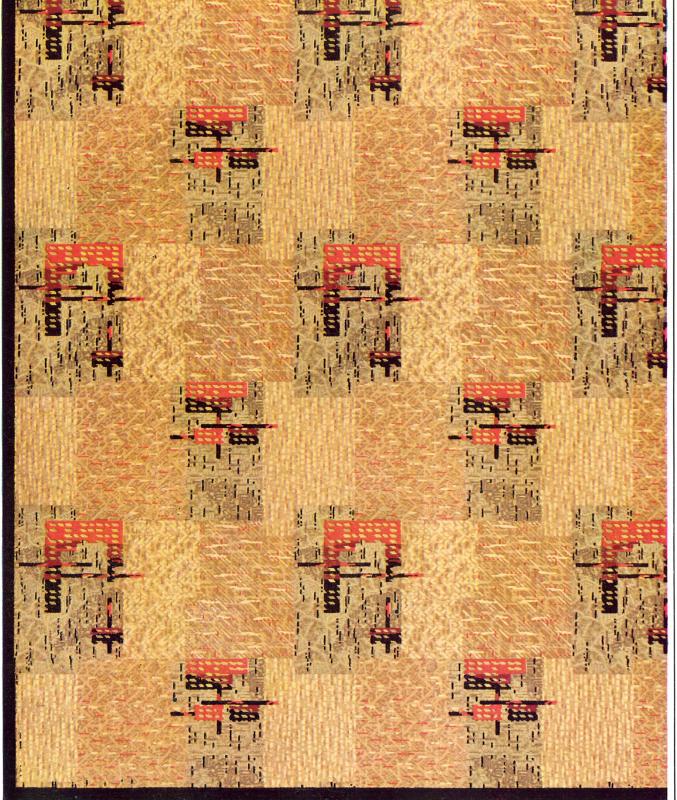
#### (Approximately 1/6 actual size)

#### 3' x 9' FRSAJ 3' x 12' FRSBK 6' x 9' FRSCL 6' x 12' FRQRE

#### No. 4422 Standard Rug

$7\frac{1}{2}'$	x	9'	FRSDM	9' x 12'FRS0	GP
9'	x	9'	FRSEN	9' x 15'FRS	HQ
9'	х	101/2'	FRSFO	12' x 12'FRS	ſR
				12' x 15' FRS	IS





(Approximately 1/6 actual size)

## No. 4430 Standard Rug

		77707
3' x 9'FRSKT	$7\frac{1}{2}$ ' x 9'FRSNW	9' x 12'FRSQZ
3' x 12'FRSLU	9' x 9'FRSOX	9' x 15'FRSRA
6' x 9'FRSMV	9' x $10\frac{1}{2}$ 'FRSPY	12' x 12'FRSSB
6' x 12'FROSF		12' x 15'FRSTC

ARMSTRONGS



#### (Approximately 1/6 actual size)

3'	x	9'							.FRCAS
3'	x	12'							FRCBT
6'	x	9'				•			FRCCU
6'	x	12'							.FRCDV

## No. 4440 Standard Rug

	-		10 000000000000000000000000000000000000		
$7\frac{1}{2}$	′ x	9'	FRCEW	9' x 12'	FRCHZ
9'	x	9'.	FRCFX	9' x 15'	FRCIA
9'	x	101/2	FRCGY	12' x 12'	FRCJB
				12' x 15'	FRCKC

M S T R O N G G

(Approximately 1/6 actual size)

No. 4441 Standard Rug

3′ x	9'					٠	•	FRCLD
3′ x	12'							FRCME
6' x	9'							FRCNF
61 v	101							FRCOG

71/2'	x	9'FRCPH
9'	x	9'FRCQI
9′	x	$10\frac{1}{2}$ 'FRCRJ

9'	x	12			٠.				.FRCSK
9'	x	15							.FRCTL
12'	x	12							.FRCUM
12'	x	15	٠						FRCVN

(Approximately 1/6 actual size)

R

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## No. 4450 Standard Rug

3' x 12'FRCXP		9' x 12' FRFEX 12' x 12 FRFGZ 12' x 15' FRFHA
6' x 9'FRCYQ	$9' \times 10\frac{1}{2}' \dots FRFDW$	12' x 15'FRFHA



(Approximately 1/6 actual size)

# No. 4451 Standard Rug

3' x 9'FRFIB	6' x 12'FRFLE	9' x 12'FRFOH
3' x 12'FRFJC	$7\frac{1}{2}$ ' x 9'FRFMF	12' x 12'FRFPI
6' x 9'FRFKD	$9' \times 10\frac{1}{2}' \dots FRFNG$	12' x 15'FRFRK

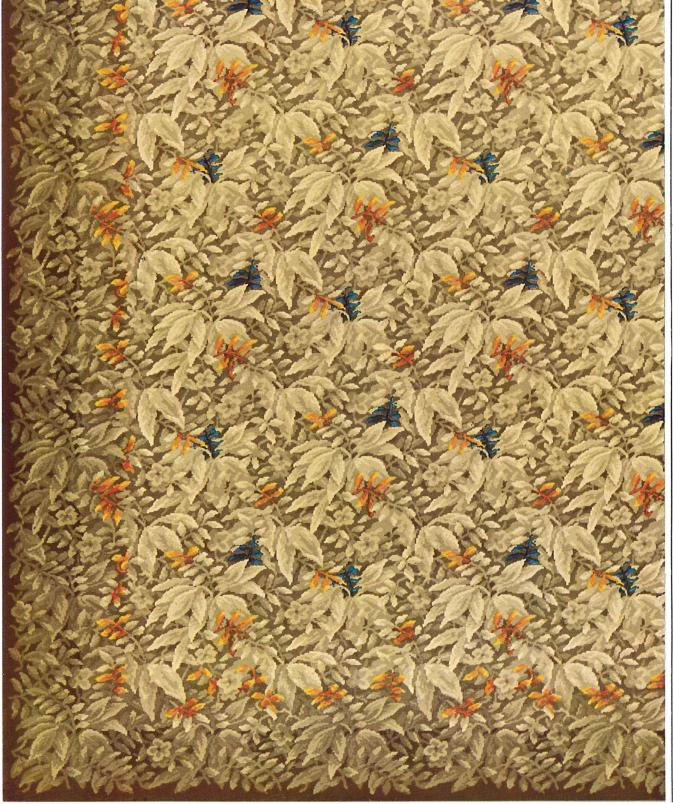


(Approximately 1/6 actual size)

# No. 4452 Standard Rug

3' x 9'FRFSL	6' x 12'FRFVO	9' x 12'FRGBW
3' x 12'FRFTM	7½′ x 9′FRFWP	12' x 12'FRGDY
6' v 0' FRFIIN	9' x 10½' FRGAV	12' x 15' FRGEZ





(Approximately 1/6 actual size)

## No. 4460 Standard Rug

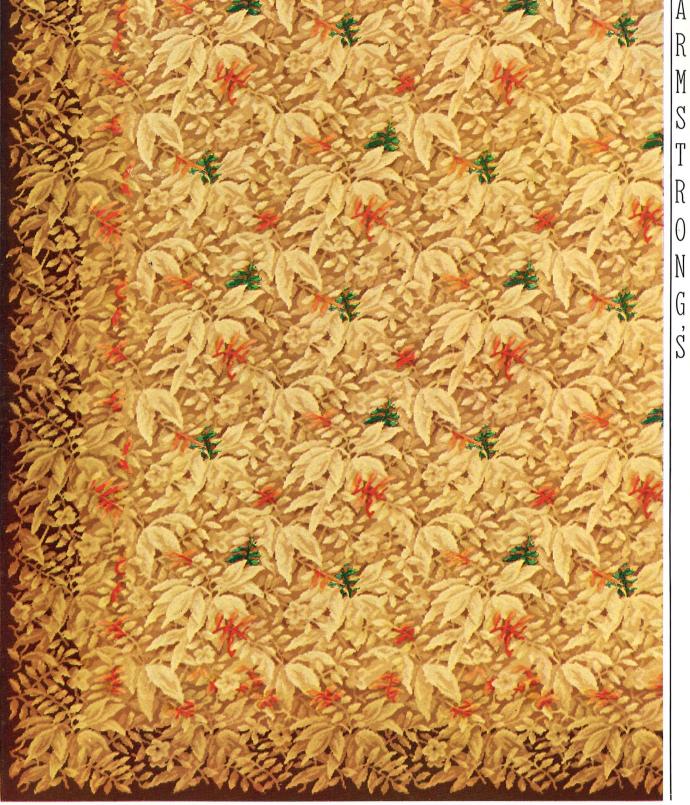
3' x 12'FRGNI	9' x 9'FRGRM	9' x 12' FRGTO 9' x 15' FRGUP 12' x 12' FRGVQ
6' x 9' FRGOJ 6' x 12' FRGPK	9' x 10½'FRGSN	12' x 12'

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(Approximately 1/6 actual size)

## No. 4461 Standard Rug

3' x 9'FRGXS	7½′ x 9′FRKBY	9' x 12'FRKEB
3' x 12'FRGYT	9' x 9'FRKCZ	9' x 15'FRKFC
5′ x 9′FRGZU	9' x $10\frac{1}{2}$ 'FRKDA	12' x 12'FRKGD
5' x 12'FRKAX		12' x 15'FRKHE



(Approximately 1/6 actual size)

#### No. 4462 Standard Rug

1.01 1101 10 1011 10 1010												
3' x 9'FRKJG	7½′ x 9′FRKNK	9' x 12'FRKQN										
3' x 12'FRKKH	9' x 9'FRKOL	9' x 15'FRKRO										
6' x 9'FRKLI	$9' \times 10\frac{1}{2}' \dots FRKPM$	12' x 12'FRKSP										
6' x 12'FRKMJ		12' x 15'FRKTQ										

R M S T R N G S

(Approximately 1/6 actual size)

## No. 4463 Standard Rug

3' x 9'FRKUR	7½' x 9'FRKYV	9' x 12'FRLBQ
3' x 12'FRKVS	9' x 9'FRKZW	9' x 15'FRLCR
6' x 9'FRKWT	$9' \times 10\frac{1}{2}' \dots FRLAP$	12' x 12'FRLDS
6' x 12'FRKXU		12' x 15'FRLET

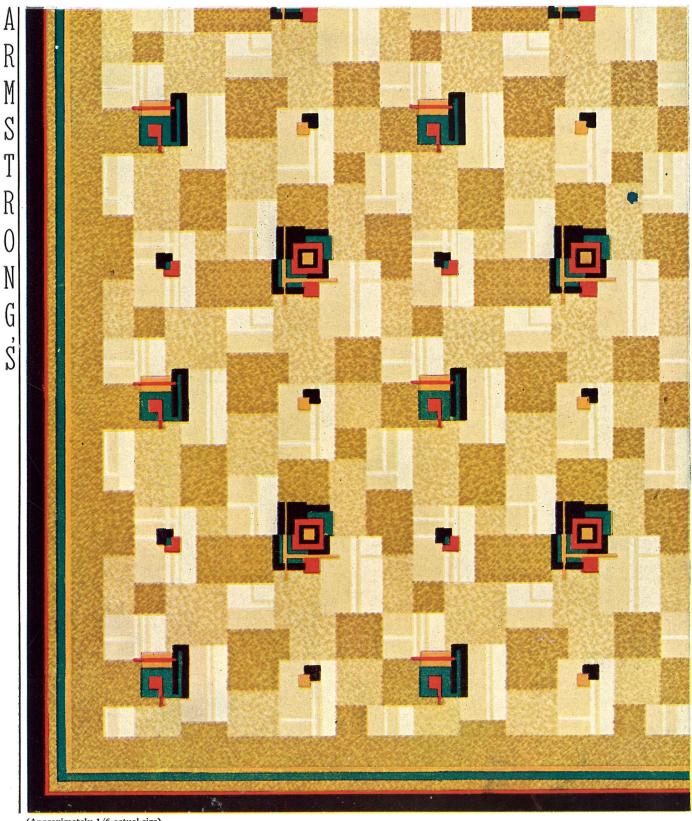


(Approximately 1/6 actual size)

3′	x	9'					•		.FRLFU
									.FRLGV
									.FRLHW
6'	x	12'							.FRLIX

# No. 4470 Standard Rug

71/	′ x 9′	FRLIY	9' x 12'FR	LMB
	x 9'		9' x 15'FR	LNC
	x 10½'		12' x 12'FR	LOD
9	x 1072		12' x 15'FR	LPE



(Approximately 1/6 actual size)

3' x 9' FRLQF 3' x 12' FRLRG 6' x 9' FRLSH 6' x 12' FRLTI

#### No. 4471 Standard Rug

71/2	' x	9'FRL	UJ 9'	x 12'FRLXM
9'	$\mathbf{x}$	9'FRL	VK 9'	x 15' FRLYN
9'	x	10½'FRL	WL 12'	x 12'FRLZO
			12'	x 15'FROAN



(Approximately 1/6 actual size)

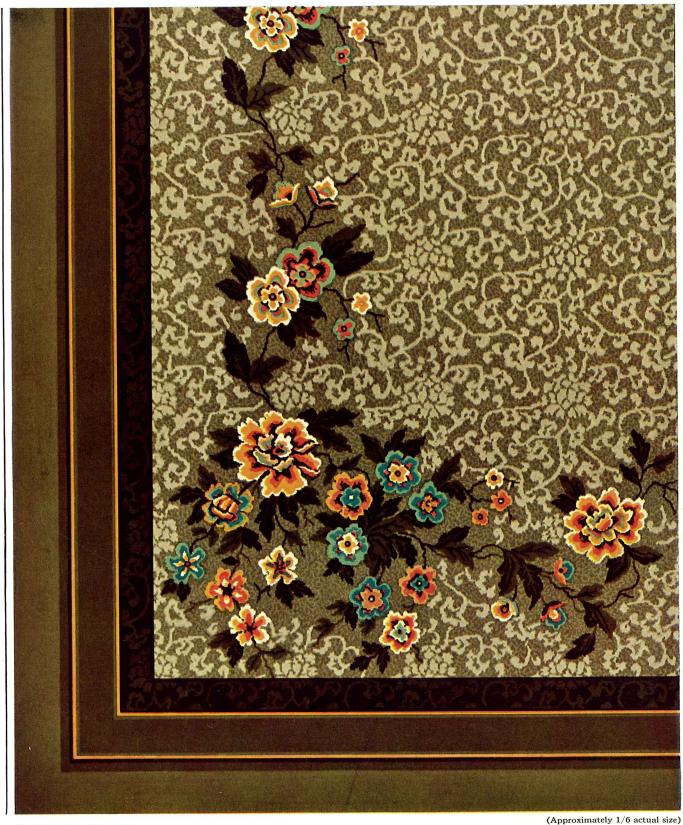
		4.									
 3'	x	9'								.FRQBO	
3'	x	12'		. ,						FRQCP	
6'	x	9'	. ,		•					FRQDQ	
6'	x	12'								FRQER	

No. 4472 Standard Rug

				_
$7\frac{1}{2}'$	x	9′	FRQFS	9′ x
9'	x	9'	FRQGT	9' x
9'	x	$10\frac{1}{2}'\dots$	FRQHU	12' x

9′	x	12'							, F	RQIV
9'	x	15'				٠			.F	RQJW
12'	x	12'							. F	RQKX
12'	x	15'							.F	RQLY

A R M S T R O N G S





#### No. 11620 Standard Rug

 $7\frac{1}{2}$ ' x 9'.
 FRVUB
 9' x 12'.
 FRWYR

 9' x 9'.
 FRWAT
 9' x 15'.
 FRXEG

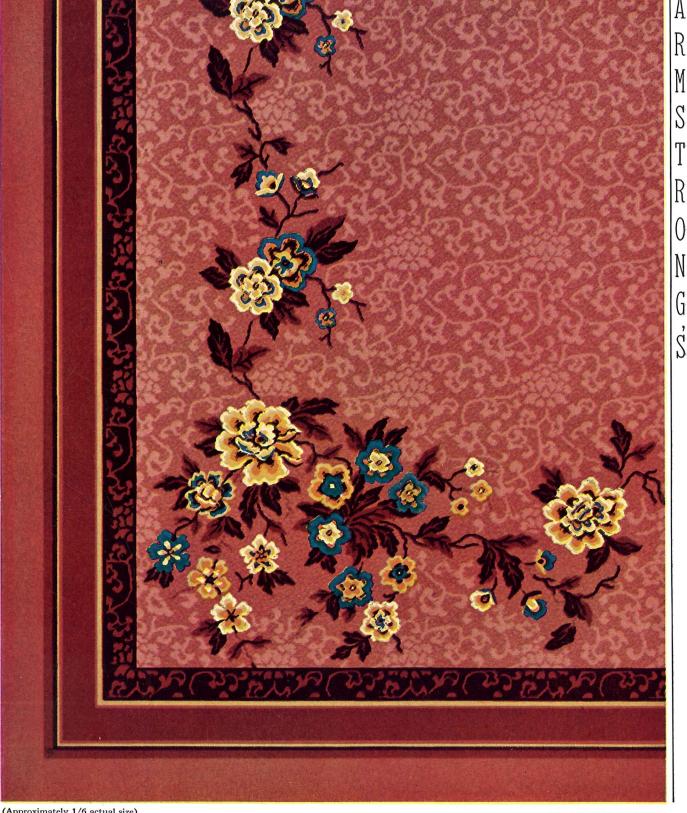
 9' x  $10\frac{1}{2}$ '.
 FRWOM
 12' x 12'.
 FRMGR

 12' x 15'.
 FRMHS

[ 311 ]

3' x 9'.....FRMEP

3' x 12' ... ... FRMFQ 6' x 9' ... FRVIN 6' x 12' ... FRGID



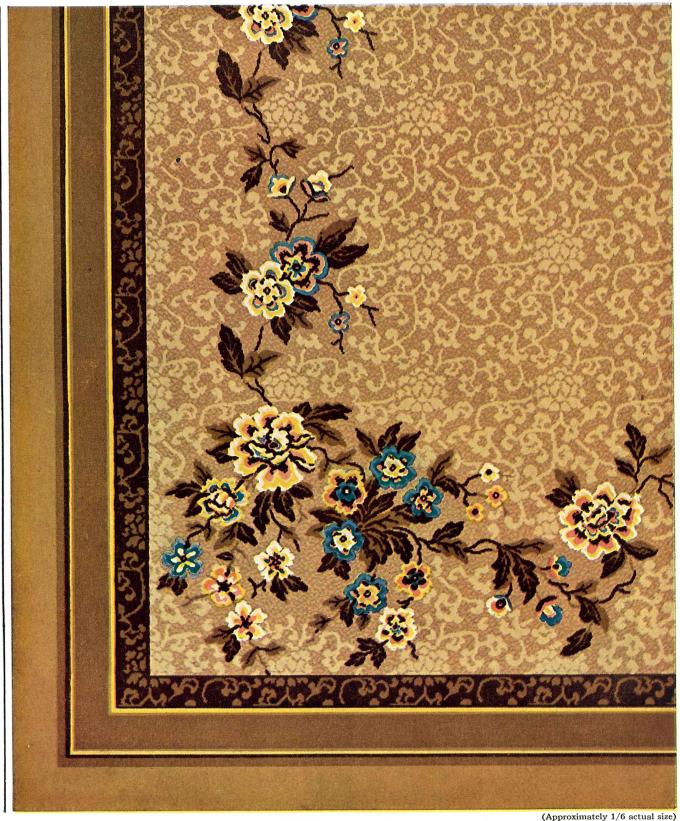
(Approximately 1/6 actual size)

No. 11621 Standard Rug

7½' x 9'......FRYNA



A R M S T R O N G S





#### No. 11624 Standard Rug

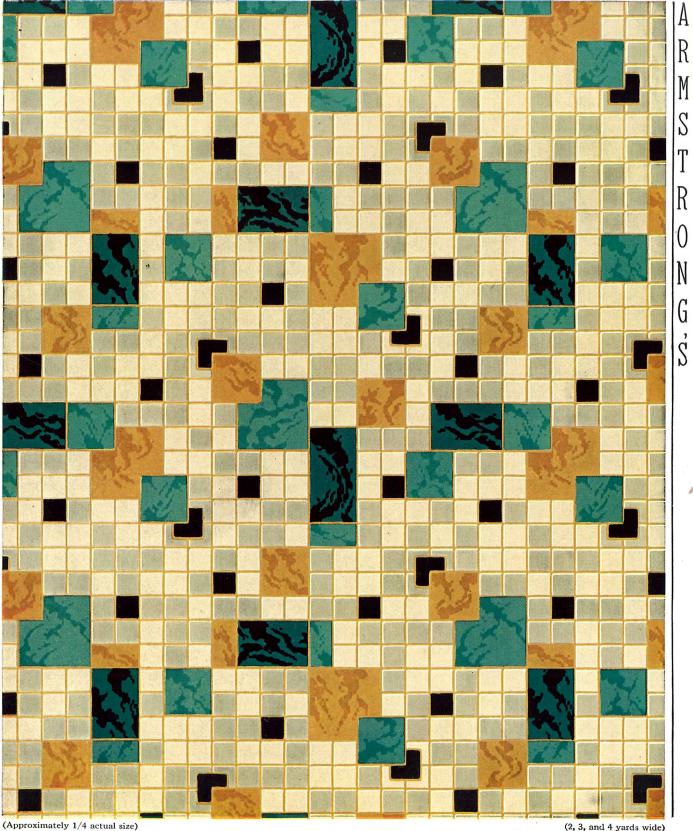
 3' x 9'
 FRMJU
 7½' x 9'
 FRBMY
 9' x 12'
 FRBNO

 3' x 12'
 FRMKV
 9' x 9'
 FRBNA
 9' x 15'
 FRBNU

 6' x 9'
 FRBME
 9' x 10½'
 FRBNE
 12' x 12'
 FRMLW

 6' x 12'
 FRQTG
 12' x 15'
 FRMNY

[313]



(2, 3, and 4 yards wide)

No. 11122 Standard Floor Covering

Code Words: 2 yards...TFNAM, 3 yards...TFNAR, 4 yards...TFENV



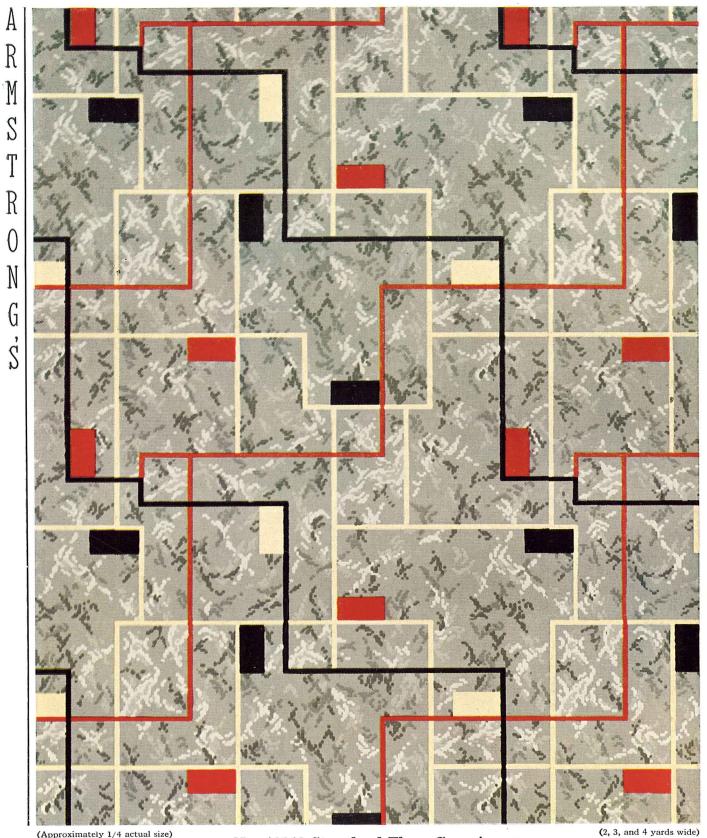
(Approximately 1/4 actual size)

No. 12280 Standard Floor Covering Code Words: 2 yards...TFVLY, 3 yards...TFVPU, 4 yards...TFEOW



No. 12340 Standard Floor Covering

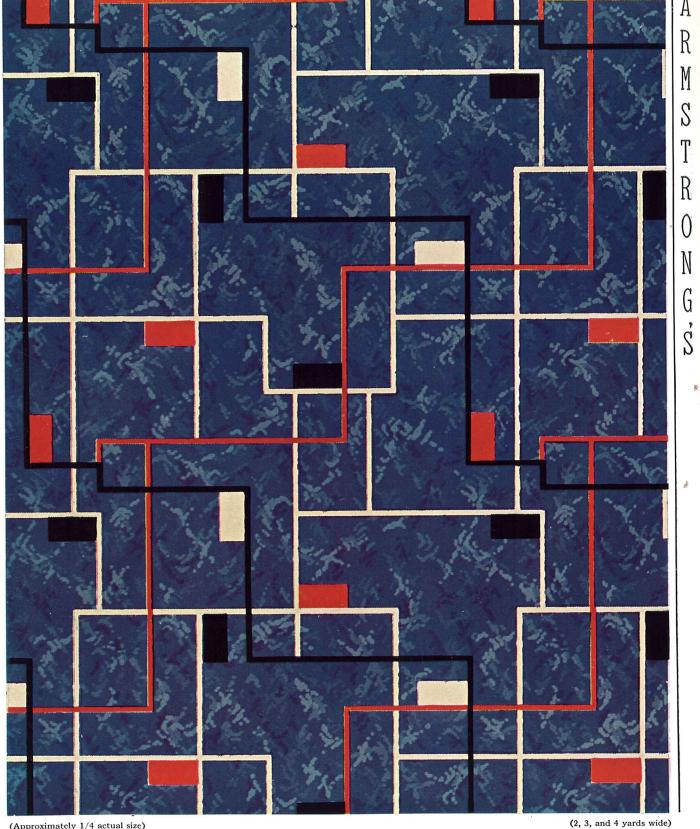
Code Words: 2 yards...TFUMD, 3 yards...TFURG, 4 yards...TFDBM



(Approximately 1/4 actual size)

No. 12342 Standard Floor Covering

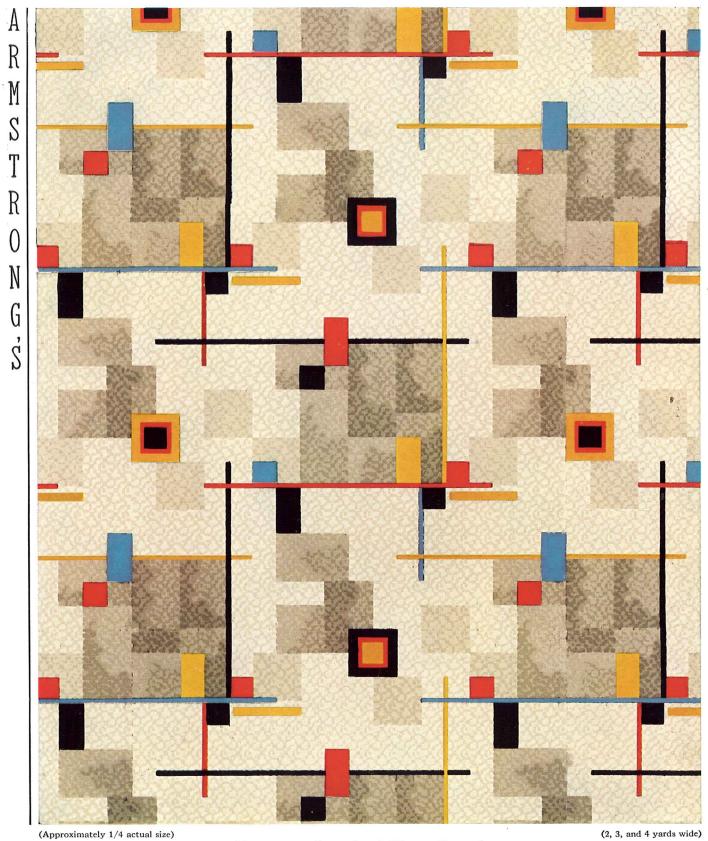
Code Words: 2 yards...TFYJU, 3 yards...TFYRC, 4 yards...TFDCN



(Approximately 1/4 actual size)

No. 12343 Standard Floor Covering

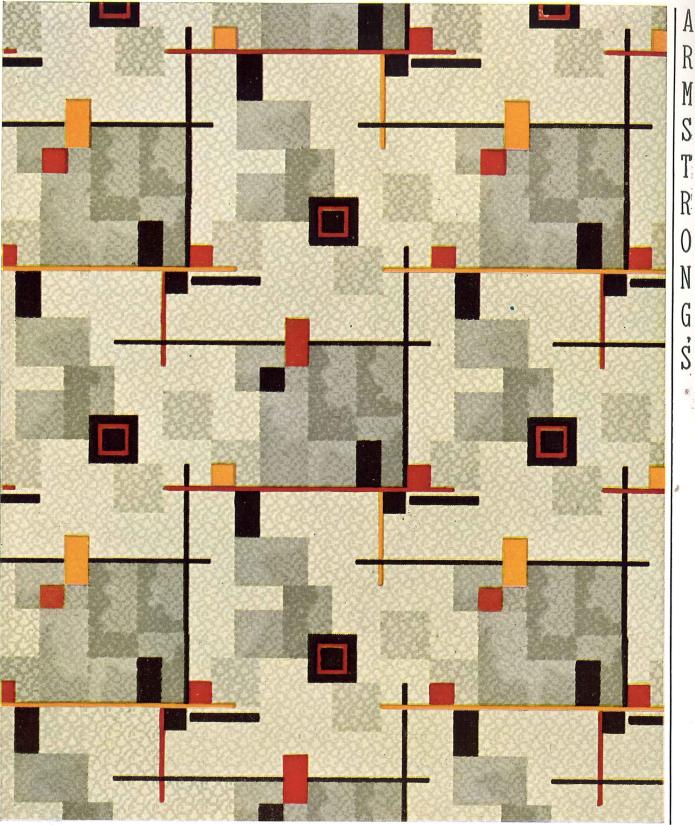
Code Words: 2 yards...TFMSJ, 3 yards...TFMTK, 4 yards...TFMUL



(Approximately 1/4 actual size)

No. 12350 Standard Floor Covering

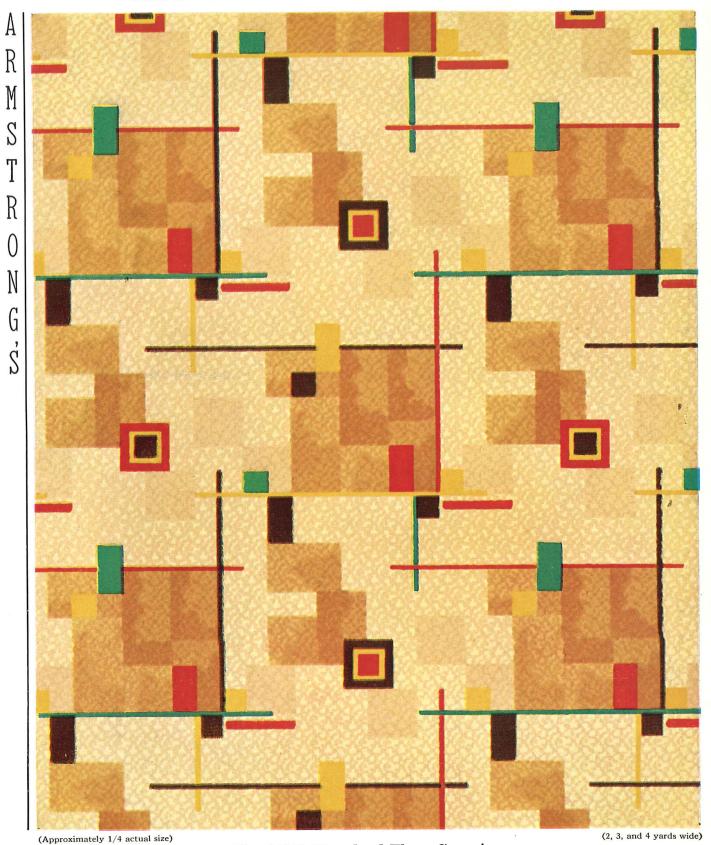
Code Words: 2 yards...TFMDU, 3 yards...TFMED, 4 yards...TFMFS



(Approximately 1/4 actual size)

No. 12351 Standard Floor Covering

Code Words: 2 yards...TFMJO, 3 yards...TFMLU, 4 yards...TFMME



No. 12352 Standard Floor Covering

Code Words: 2 yards...TFMOF, 3 yards...TFMPI, 4 yards...TFMRG



(Approximately 1/4 actual size)

No. 12360 Standard Floor Covering
Code Word: TFAET

(2 yards wide only)



No. 12362 Standard Floor Covering Code Word: TFAGP

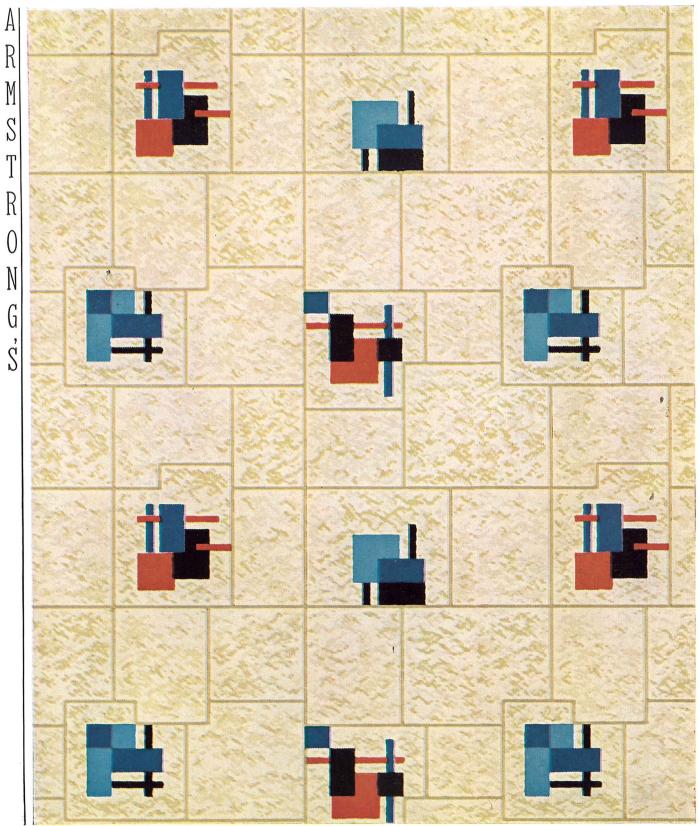
(2 yards wide only)



(Approximately 1/4 actual size)

No. 12363 Standard Floor Covering Code Word: TFAHR

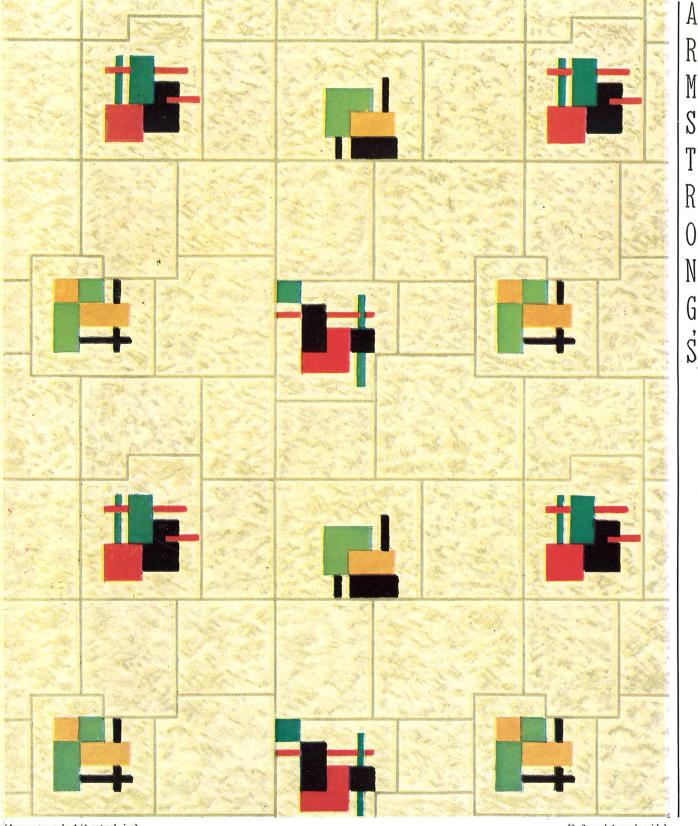
(2 yards wide only)



(Approximately 1/4 actual size)

(2, 3. and 4 yards wide)

No. 12370 Standard Floor Covering Code Words: 2 yards...TFESA, 3 yards...TFETB, 4 yards...TFEUC

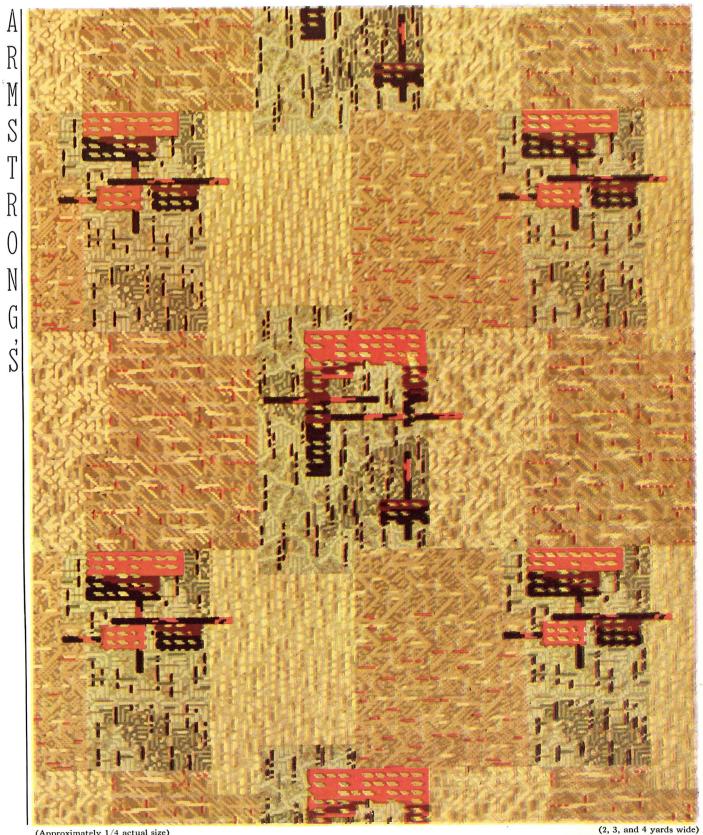


(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

No. 12372 Standard Floor Covering

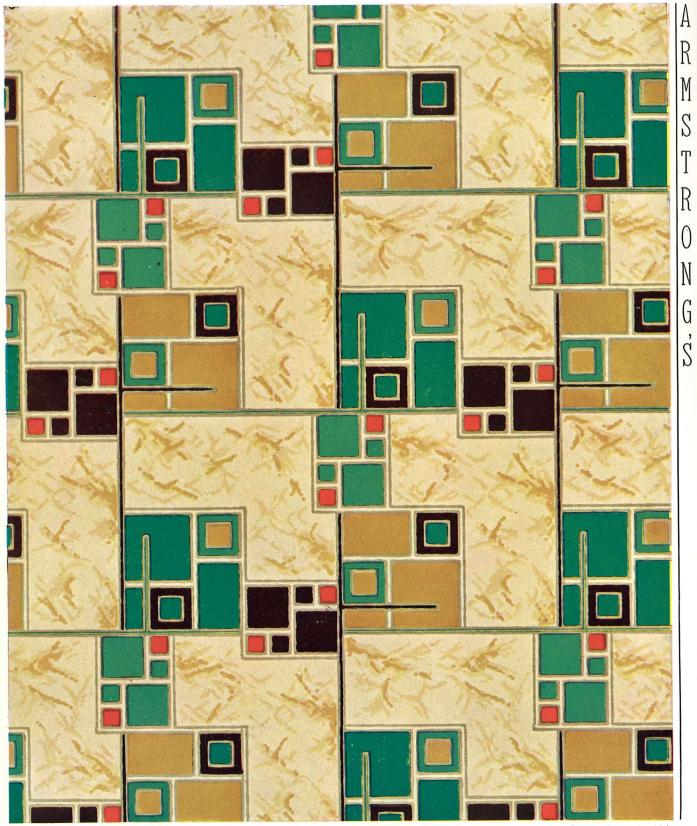
Code Words: 2 yards...TFEBJ, 3 yards...TFECK, 4 yards...TFEDL



(Approximately 1/4 actual size)

No. 12380 Standard Floor Covering

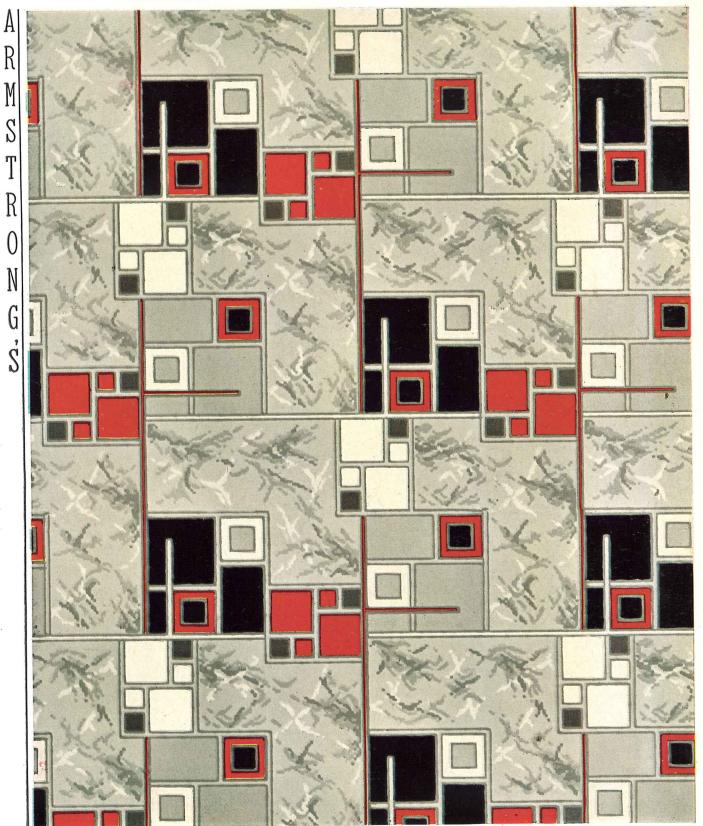
Code Words: 2 yards...TFEFN, 3 yards...TFEGO, 4 yards...TFEHP



(Approximately 1/4 actual size)

No. 12390 Standard Floor Covering (2, 3, and 4 yards wide)

Code Words: 2 yards...TFOAK, 3 yards...TFOBL, 4 yards...TFOCM

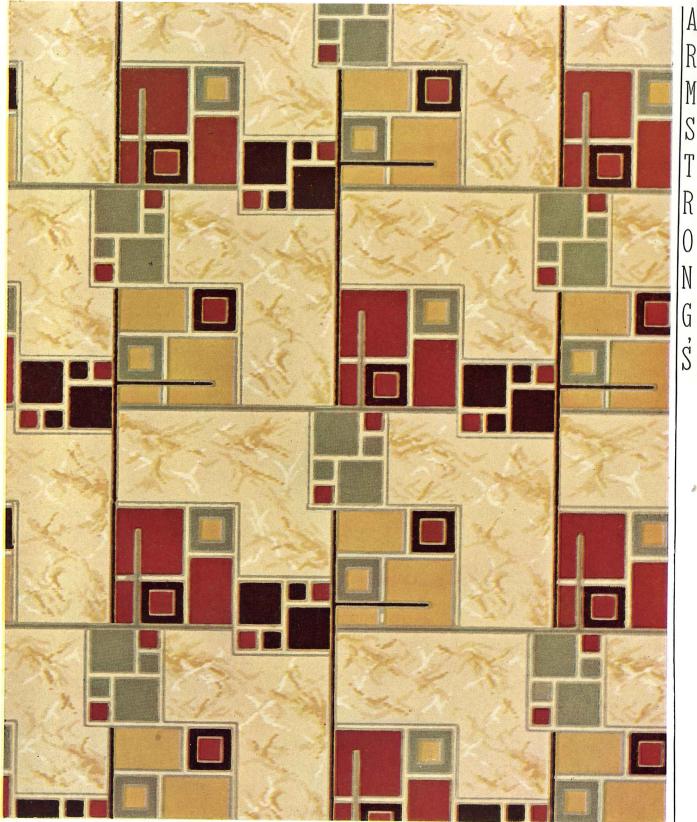


(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

No. 12391 Standard Floor Covering

Code Words: 2 yards...TFODN, 3 yards...TFOEO, 4 yards...TFOFP

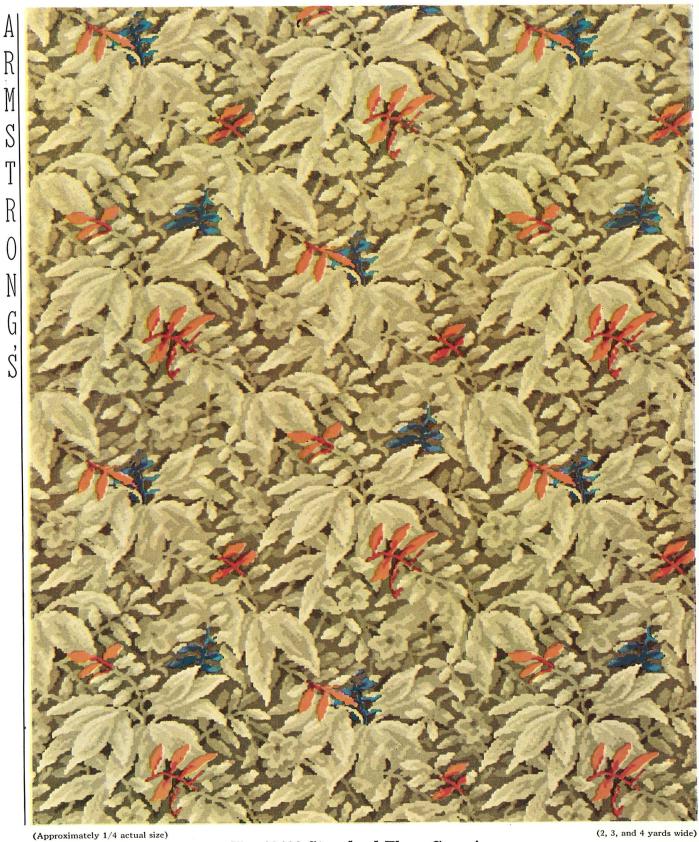


(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

R

No. 12392 Standard Floor Covering Code Words: 2 yards...TFOHR, 3 yards...TFOIS, 4 yards...TFOJT



No. 12400 Standard Floor Covering Code Words: 2 yards...TFORB, 3 yards...TFOSC, 4 yards...TFOTD

(2, 3, and 4 yards wide)



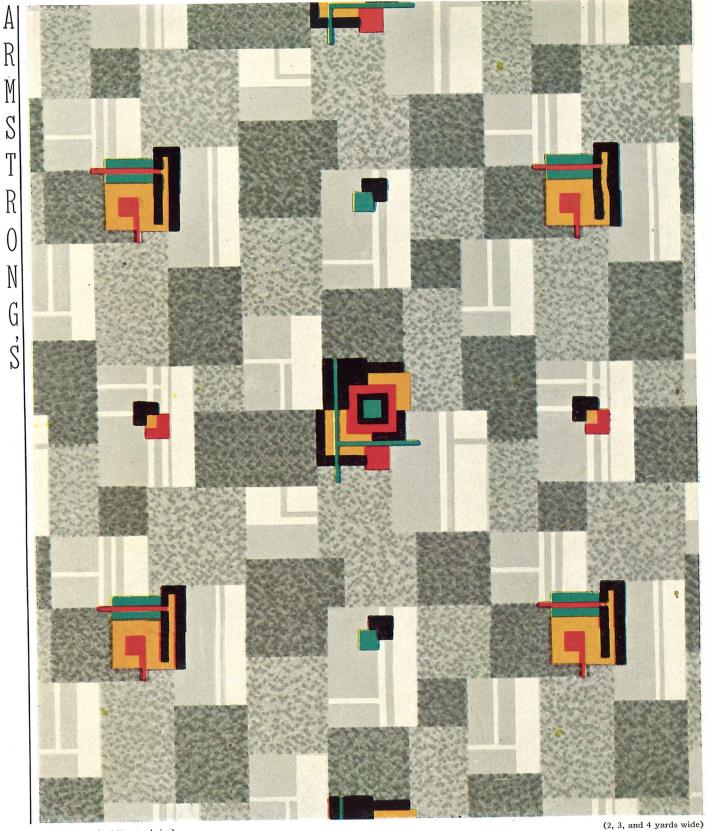
(Approximately 1/4 actual size)

No. 12401 Standard Floor Covering Code Words: 2 yards...TFOWG, 3 yards...TFOXH, 4 yards...TFOZJ

(2, 3, and 4 yards wide)

S

G



(Approximately 1/4 actual size)

No. 12410 Standard Floor Covering

Code Words: 2 yards...TFLCH, 3 yards...TFLDG, 4 yards...TFLEC



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

No. 12411 Standard Floor Covering Code Words: 2 yards...TFLGD, 3 yards...TFLJA, 4 yards...TFLNW



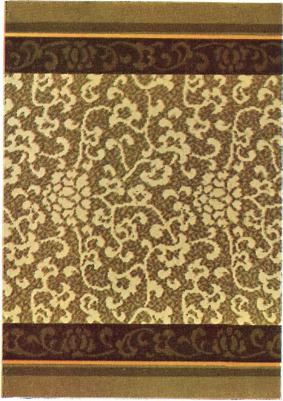
(Approximately 1/4 actual size)

No. 12412 Standard Floor Covering

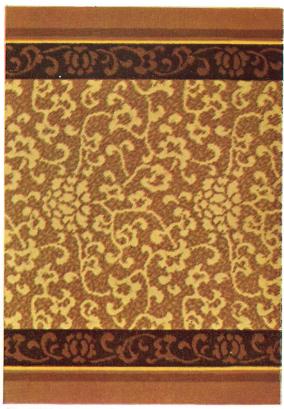
Code Words: 2 yards...TFLOT, 3 yards...TFLRS, 4 yards...TFLWN

(2, 3, and 4 yards wide)

#### ARMSTRONG'S STANDARD PASSAGE COVERING



No. P300 Armstrong's Standard Passage Covering (Approximately 1/6 actual size) 24 inches wide only Code Word: SCWAN



No. P301 Armstrong's Standard Passage Covering (Approximately 1/6 actual size) 24 inches wide only Code Word: SCWEL

## ARMSTRONG'S RUG BORDERS BEAUTIFY ROOMS

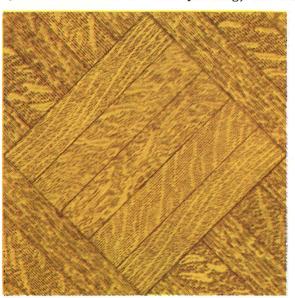
To meet a persistent demand, Armstrong offers an attractive group of rug borders for all types of rooms. Suitable accompaniments to fabric rugs of all kinds, the designs offer not only beauty but a maximum of

serviceability and ease of cleaning. Excellent reproductions of fine wood floors are seen in these three patterns, No. 57, light oak plank floor design; No. 58, dark oak planking; and No. 59, a high-grade parquetry.



(Approximately 1/4 actual size)

No. 57 Rug Border
24 inches, 36 inches, and 2 yards wide
Code Words: 24 inches...RBEDS,
36 inches...RBEIX, 2 yards...RBELA



(Approximately 1/4 actual size)

No. 59 Rug Border
36 inches and 2 yards wide
Code Words: 36 inches...RBESH,
2 yards...RBECR



(Approximately 1/4 actual size)

No. 58 Rug Border 24 inches, 36 inches, and 2 yards wide Code Words: 24 inches...RBEMB, 36 inches...RBENC, 2 yards...RBEOD

# FOR INDUSTRIAL AND HEAVY-DUTY COMMERCIAL APPLICATIONS MASTIC ARMOFLOR OFFERS MANY ADVANTAGES

FOR buildings of special kinds where the variety of colorings and designs available in linoleum is less important than low initial cost, low-maintenance cost, and reasonable durability, Armstrong's Mastic Armoflor finds a ready market. This product, developed especially for such areas, consists of a calendered mastic mix keyed to a backing of tough asphalt-saturated felt.

#### INSTALLED WITHOUT LINING FELT

Mastic Armoflor is pasted direct to the subfloor, without the use of lining felt of any kind. With Armstrong's Linoleum Paste, it can be installed over supported wood, supported concrete, and supported ceramic tile, marble, or terrazzo subfloors.

Another important advantage is that Mastic Armoflor can be installed on concrete, ceramic tile, marble, or terrazzo subfloors that are in direct contact with the ground, on but not below grade level. For such instal-

lations, the Mastic Armoflor is bonded direct to the subfloor with Armstrong's Armoflor Cement.

Because Mastic Armoflor can be used on gradelevel floors in direct contact with the ground, where the use of linoleum, Linoflor, or felt-base material is not desirable, the Armstrong dealer can bid on flooring installations that would be closed to him otherwise.

Some idea of the durability of Mastic Armoflor can be obtained from the fact that it is now widely used in hundreds of buses

and street cars. Its satisfactory wearing qualities under the wet, gritty traffic to which it is constantly exposed in such areas indicate that it should stand up well under typical service conditions in warehouses, vaults, recreation rooms, laundries, waiting rooms, stores, showrooms, workshops, and other commercial properties where durable, low-cost flooring is required.

The four plain colors that are available—red, green, brown, and black—make this material adaptable to a wide variety of uses. Floors can be made more attractive by combining two or more of the colors, if desirable. Complete specifications for installing Mastic Armoflor over various subfloors can be obtained upon request from Armstrong Cork Company, Floor Division, Lancaster, Pennsylvania.

Mastic Armoflor should not be used on below-grade floors in direct contact with the ground, nor in areas where it will be subjected to the spilling of oil, fat, or

> grease. It is not recommended for on-grade concrete subfloors that will be subject to hydrostatic pressure.

> Maintenance of Mastic Armoflor is easy and inexpensive. The material should be swept or dry-mopped daily to remove surface dirt. For cleaning, Armstrong's Floor Cleaner should be applied full strength or diluted with lukewarm water, depending upon the condition of the floor. Periodically, the Mastic Armoflor should be thoroughly waxed with Armstrong's Linogloss Wax.



This manual training room of a high school is typical of the areas for which low-cost floors of Armstrong's Mastic Armoflor are suitable. This felt-backed mastic flooring in roll form is durable, restful, and easy to maintain.

#### MASTIC ARMOFLOR IS AVAILABLE IN FOUR ATTRACTIVE COLORS



No. 090 Mastic Armoflor

1 and 2 yards wide

Code Words: 1 yard ... ARCOL,
2 yards ... ARCHU



No. 091 Mastic Armoflor

1 and 2 yards wide

Code Words: 1 yard...ARCPM,
2 yards...ARCIV



No. 092 Mastic Armoflor
1 and 2 yards wide
Code Words: 1 yard...ARCQN,
2 yards...ARCNA



No. 093 Mastic Armoflor
1 and 2 yards wide
Code Words: 1 yard...ARCSO,
2 yards...ARCBI

# GREATER EFFICIENCY AND ECONOMY ARE ASSURED BY EMPLOYING ARMSTRONG'S GREEN LINING FELT, PASTE, AND SUNDRIES

MERCHANTS the country over have found, through actual experience on every type of job, that the use of Armstrong's Green Lining Felt, along with Armstrong's Linoleum Paste and other sundries, is essential to economical, high-quality installation of linoleum floors over wood subfloors. Here is why:

#### GREEN LINING FELT

First of all, Armstrong's Green Lining Felt was developed especially for floor work. Its weight is best suited for the work it is called upon to do, yet its cost is less than that of the 1½-lb. felt formerly used. Armstrong's Green Lining Felt is heavy enough to reduce irregularities in the subfloor, and to make the floor quieter, warmer, more comfortable, and more resilient. Also, removing linoleum from a floor on which this felt has been installed is accomplished easily and without damage.

#### GREATER SHEARING STRENGTH

Second, a definitely greater shearing strength provides more protection for the floor covering. Because it stands up better against the seasonal expansion and contraction of the subfloor, this felt prevents many complaints due to buckling or splitting, and it eliminates the resulting troublesome and expensive replacements.

#### GREATER DENSITY

Greater density means less absorption of paste—a definite saving in materials cost on each job—without sacrificing a maximum bond with the linoleum and the subfloor. It also means that the lining felt can withstand scuffing and rough, fast handling during installation.

Armstrong's Green Lining Felt is made in the Company's own mill, under the same rigid standard of quality and uniformity as Armstrong's Floors. Every lot

of felt has to pass severe tests for strength, density, and smoothness. The distinctive green color and the familiar Circle A trade-mark are guarantees of high, uniform quality. The Armstrong trade-mark is printed every three feet along the roll, as identification. This mark also serves as a convenient measuring guide.

#### ARMSTRONG'S LINOLEUM PASTE

The use of Armstrong's Linoleum Paste is an assurance that the floor covering has been thoroughly and

permanently bonded to the subfloor. Also, it means a saving in installation time and the avoidance of repairs and replacements which arise from improperly installed flooring. Further, and no less important, savings in labor and materials cost are made possible by the ease with which Armstrong's Linoleum Paste is spread on the floor or lining felt, as well as

spread on the floor or lining felt, as well as because of the greater floor area which a given quantity of this special adhesive will cover without sacrificing its exceptionally high bonding power.

The difference in cost between good paste and cheap paste is so small a part of the total cost of a linoleum flooring job that there is little reason to risk the loss of a customer's good will through the use of inferior, unknown, or unreliable materials.

#### CREDIT TOWARD CONTRACT

Armstrong's Green Lining Felt and Linoleum Paste count toward the season's contract—five rolls of felt, or fifty gallons of paste, being equal to one roll of flooring in computing the total. Through standardization on these and other Armstrong Sundries, the merchant may push his sales total over into the next higher bracket, thus earning a higher discount on all his Armstrong purchases for the year.

#### UNIFIED RESPONSIBILITY

The use of Armstrong's Green Lining Felt and Linoleum Paste with Armstrong's Flooring has a further advantage for the merchant in creating the unified responsibility of one dependable manufacturer. By avoiding all difficulty in placing the blame in the event of any faulty performance of materials, satisfactory adjustments are assured. Also, the confidence of the purchaser is gained when all materials used in an installation are the products of one well-known, responsible company and are

designed to be used together for best results.

Armstrong's complete line of sundries and accessories also includes all the equipment and materials required for the installation and maintenance of Armstrong's Floors and Linowall. These sundries comprise a number of tools which permit neater, more attractive and more accurate installations. Armstrong's Linogloss Wax and Armstrong's Floor Cleaner were developed especially to insure better floor care. They help the merchant to make many extra repeat sales.



Armstrong's Green Lining Felt is made in the Company's own mill under rigid standards for high, uniform quality. When permanently bonded with Armstrong's Linoleum Paste, it provides maximum protection for the floor covering, and insures greater resilience, quiet, warmth, and comfort.

# WHEN ARMSTRONG'S FLASH TYPE COVE AND BASE IS USED LINOLEUM FLOORS ARE EASIER TO CLEAN AND MORE ATTRACTIVE

HEN finished with Armstrong's Flash Type Cove and Base, any linoleum floor becomes more attractive (and corners are easier to keep clean).

Cove and base is a device for producing a sanitary rounded corner at the point where the floor meets the wall. Because the corner is rounded, it is easy to get

a brush into it and sweep it thoroughly clean. In addition, there is no opening in the construction through which spilled liquids might penetrate under the baseboards and thereby attract vermin and germs or cause odors.

#### SIMPLE DESIGN

Flash type cove and base is constructed on the job from simple parts furnished by Armstrong. These parts consist of Armstrong's 3/4-inch-radius Wax Fillet Strip, which is a fabric-covered plastic core that is placed

at the point where the floor and wall join; Armstrong's Metal End Stops and Inside and Outside Corner Pieces,  $4\frac{1}{2}$  or 6 inches high; Armstrong's Metal Binding Strip in various colors; and the necessary linoleum in Heavy, Medium, or Standard Gauge.

#### TAILORED TO FIT JOB

The cove and base is installed by placing the end stops and corner pieces in position, with the fillet strip at the junction of wall and floor. The binding strip is fastened to the wall and runs between the other metal parts, so that its upper edge conceals the raw edge of the linoleum that is coved up to it. This piece of linoleum may butt to the field linoleum several inches from the wall line; and it is fastened in place with adhesive after it has been carefully scribed to

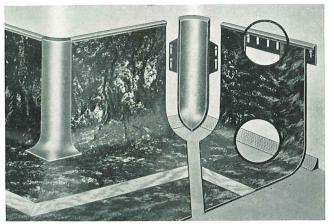
fit neatly to the various metal parts. The illustration at left shows how simple, sanitary, and attractive this type of construction is. At vertical corners, preformed metal corner pieces, available in the same colors as the binding strip, protect the linoleum from bumping. In rooms of modern design, where plinth blocks are often omitted at the doorway, the end stops cover the exposed edge \* of the linoleum.

The binding strip, corner pieces, and end stops are supplied in the follow-

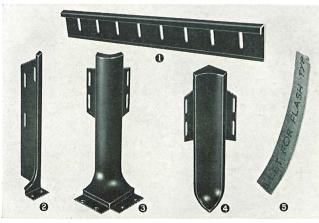
ing standard colors: brown, black, ivory, buff, green, orchid, blue, and chromium.



The metal binding strip, end stops, inside corner pieces, and the fillet strip that are used with Armstrong's Flash Type Cove and Base may also be employed when linoleum is used to cover drainboards and cabinets. Manufacturers of metal goods make the other moldings that are necessary for drainboards.



There's no place for dirt to catch in seamless, rounded corners made with Armstrong's Flash Type Cove and Base. The field or border linoleum is curved up the wall to a distance of  $4\frac{1}{2}$  or 6 inches, as shown in this cutaway view.



Parts for flash type cove and base: (1) binding strip, (2) end stop, (3) and (4) corners, (5) 3/4" fillet strip.

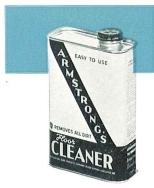


Splashboards for sink tops or other work surfaces are easily constructed with parts used for flash type cove and base.

## ARMSTRONG'S SUNDRIES FOR INSTALLATION AND MAINTENANCE



#### ARMSTRONG'S SUNDRIES FOR INSTALLATION AND MAINTENANCE



ARMSTRONG'S FLOOR CLEANER. A safe, effective, and thrifty cleaner for all types of floors except rubber and asphalt tile.



NO. S-93 ARMSTRONG'S FELT-BASE AND LINOFLOR KNIFE greatly simplifies cutting because of its hooked blade. Three extra double-ended blades supplied with each knife are stored in the handle.



LINOLEUM KNIVES. Properly curved and tempered. Furnished either with long (No. S-91) or short (No. S-92) blades.



LONG (NO. S-86) AND SHORT (NO. S-87) STRAIGHTEDGES. Heavy steel guides for the knife when cutting linoleum. Will not kink or warp. Supplied in 75" or 37½" length.

ARMSTRONG'S BRUSHING LACQUER. An alternate maintenance material for protecting printed linoleum, felt-base rugs, and felt-base floor covering.

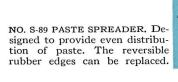


ARMSTRONG'S LINOGLOSS WAX. This self-polishing, water-emulsion wax protects linoleum, felt-base, and wood floors. Easy to use.



NO. S-250 ARMSTRONG'S ARMOFLOR CEMENT bonds Mastic Armoflor to metal or on-grade concrete subfloors.

Armstrong's Armoflor Cement



NO. S-236 ARMSTRONG'S WATER-PROOF CEMENT seals seams where water may be spilled. No. S-210 Rustproof Cement also may be used.



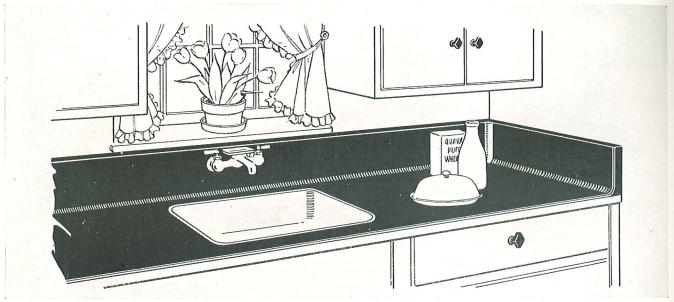
NO. S-101 ARMSTRONG'S LINOLEUM PASTE spreads farther and faster. Insures maximum bond between linoleum, lining felt, and subfloor.



LINOGLOSS APPLICATOR. For spreading wax. Supplied with a 6-inch (No. S-63) or 9-inch (No. S-62) head, double faced with lamb's wool.



#### ARMSTRONG'S LINOLEUM FOR SPECIAL USES



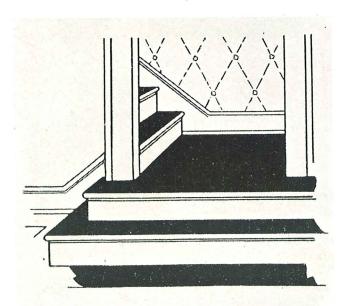
Linoleum on sink tops and other work surfaces reduces breakage of dishes and hushes kitchen clatter. On page 339, read how parts of Flash Type Cove and Base may be used to form a splashboard.

## LINOLEUM HAS MANY INTERESTING APPLICATIONS

Armstrong's Linoleum has many qualities which make it ideal for sink tops, drainboards, and kitchen working surfaces. It is easy to clean and sanitary. Its resilience substantially reduces the breakage of dishes, and its noise-quieting qualities reduce the clanking of utensils. Linoleum is durable; it will not craze, crack, or chip; and it will stand lifetime use. Hot pans should be placed on pads, and a cutting board should be used to protect the surface against knives and other sharp instruments. Cabinets, table tops and desk tops,

closet shelves, window boxes, tray bottoms, window ledges, bookshelves, and stair treads and risers are just a few more of many such practical and decorative uses of Armstrong's Linoleum in the home.

Leading manufacturers of kitchen equipment are using linoleum tops on their latest models. Any good linoleum mechanic can learn to cover sinks and cabinets. Various methods of installation are illustrated in "Armstrong's Handbook for Linoleum Mechanics" and in "Armstrong's Sink Top Portfolio."



Treads of linoleum on stairs make them easy to clean and more attractive. Linoleum may be used for risers, too.



Color and cleanliness are added to shelves when they are surfaced with bits of linoleum salvaged from leftover pieces.

## ARMSTRONG ANNOUNCES ATTRACTIVE NEW LINE OF FURNITURE RESTS; LINOGLOSS WAX AND FLOOR CLEANER SIMPLIFY CARE PROBLEMS

FTER several years of intensive research, the Armstrong Cork Company's Engineering Department has developed furniture rests that are the last word in efficiency. Armstrong's Furniture Rests will successfully protect resilient floors from indentation, scars, and marks caused by heavy furniture.

Two special types of rests in four different sizes have been perfected, providing a model for every ordinary purpose. Both types have broad, completely flat surfaces, which distribute the weight of furniture over a larger area and reduce the possibilities of denting.

The modern hard plastic molded base (which will withstand most severe use) comes in a soft shade of brown to harmonize with furniture.

Armstrong's Furniture Rests also offer many other improvements over the old-fashioned type glider:

ATTRACTIVE DESIGN—They are smartly streamlined to give maximum bearing surface without being bulky and unsightly on fine furniture. There are no open crevices where dirt and dust can collect.

EASY INSTALLATION—Armstrong's Furniture Rests are simple to apply. The Nail Type can be hammered into any wooden leg after drilling a small hole. The

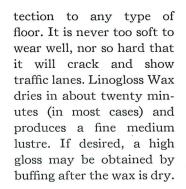
Cotter Pin Type is to be used on furniture equipped with casters. Merely remove the caster and push the clipped cotter pin into the collar. A spring tension holds the pin firmly in place. REDUCTION OF NOISE-

Actual tests have proved that the flat surfaces of these rests minimize the noise created when furniture is pushed about.

Both types of rest have an exclusive swivel feature that insures automatic adjustment. Armstrong's

Furniture Rests are bound to create a sensation for they are the most efficient, mod-

ern inexpensive floor safeguards ever to be developed.



#### FLOOR CLEANER

This cleaner is a modern scientific development which provides an easy method for washing floors safely. It may be used on any type of floor except



Armstrong's Floor Cleaner contains no harmful abrasives or alkalis. It is easy, quick, and convenient to use.

asphalt tile and rubber tile. It contains no abrasive to scratch floor surfaces—no strong alkalis to attack the oils in linoleum or other compositions. Armstrong's Floor Cleaner is also used satisfactorily for washing woodwork, painted walls, and wood or metal furniture. Although non-injurious, its action is quicker and more thorough than that of ordinary soap and water.

#### LINOGLOSS APPLICATOR

This convenient tool, consisting of a handle with a lamb's wool head, is made in two sizes for spreading Armstrong's Linogloss Wax in a thin, even film.

The use of power-driven floor polishers will be found helpful if it is desired to produce a high gloss.

#### CARE OF LINOLEUM

In homes, apply a coat of Linogloss Wax as soon as the floor is installed. Go over the floor daily with a dry mop to remove dust and loose dirt. Spilled things may be wiped up with a damp cloth or mop. The protective wax film should be renewed from time to time.

When the floor is very dirty, wash with a solution of Armstrong's Floor Cleaner and warm water. Rinse with clear water and apply a coat of Linogloss.

> In public buildings, two applications of Armstrong's Linogloss Wax should be made to all new floors upon installation and renewed at intervals as needed.



Linogloss Wax, applied without rubbing, is durable and resistant to wear and spotting.

# LINOGLOSS

Linogloss is applied to the floor surface in a thin coat with a Linogloss Applicator or a soft clothwithout rubbing. It gives extra pro-



Armstrong's newly developed easy-to-install Furniture Rests are noteworthy because they are inconspicuous when in place, yet they provide a wide bearing surface that amply protects the linoleum from indentation.

### SHIPPING WEIGHTS OF ARMSTRONG'S FLOORS

	crated wt. per sq. yd.	Average crated wt. per roll of 30 lin. yds.	,	crated owt. per sq. yd.	Average crated wt. per roll of 30 lin. yds.
Battleship and Plain			Printed Linoleum		
6 mm. (.235")	15.8	948	(.070")	4.8	287
$\frac{3}{6}$ " (.187")	13.0	782	(.070")4	4.9	583
$\frac{1}{8}$ " (.125")	8.8	527	Passage Linoleum		
Medium (.095")	6.9	414	(.070")	4 =	90
Standard (.075")	5.7	340		4.5	90
Jaspé			Quaker Floor Covering		
$\frac{3}{6}$ " (.187")	12.8	770	(.070")2*	3.6	217
<sup>1</sup> / <sub>8</sub> " (.125")	8.5	509	(.070")	4.2	375
Medium (.095")	6.5	390	(.070")4	4.1	498
Standard (.075")	5.3	316	Quaker Passage Covering		
Cork Carpet			(.070")	4.2	84
$\frac{1}{4}''$ (.250")	9.7	582	(.070")1*	3.6	110
Marbelle			Standard Floor Covering		
$\frac{3}{6}$ " (.187")	13.5	808	(.055")2*	2.9	175
Heavy $(\frac{1}{8}'')$ (.125")	8.7	522	(.055")	3.4	302
Medium (.095")	6.9	416	(.055")4	3.4	407
Standard (.075")2	5.5	331	Standard Passage Covering		
Monobelle			(.055")	3.4	69
Heavy $(\frac{1}{8}")$ $(.125")$	8.7	522		3.4	09
Medium (.095")	6.9	416	Rug Border		101101
Standard (.075")	5.5	331	(.053")	2.7	108††
Embossed Inlaid			(.053")	2.7	162††
Heavy $(\frac{1}{8}")$ $(.125")$	8.2	490	(.053")2*	2.7	162
Medium (.095")	6.5	391	Mastic Armoflor		
Standard (.075")	5.3	318	(.080")1*	5.4	162
Straight Line Inlaid			(.080")	5.4	321
Heavy $(\frac{1}{8}")$ $(.125")$	9.4	562	Lining Felt		
Medium (.095")	7.4	446	(.050")		53†††
Standard (.075")	5.9	355	(1000 )		00111
Inlaid Linoflor		1777.000000	*Wrapped in heavy paper for shipment, not co	rated.	
(.079")2	5.5	330	##Weight on the begin of 60 lines		
Marbelle Linoflor			††Weight on the basis of 60-lineal-yard roll.		
(.070")	4.3	261	†††Weight on the basis of 50-lineal-yard roll.		

## Shipping Weights of Armstrong's Custom-Craft Ready-Cut Linosets

						d	
		ght per kage in lbs.		Weight per unit package in lb:			
9" x 9" Linosets	3-Color*	4-Color**	18" x 24" Linosets	3-Color*	4-Color**		
Heavy (1/8") Gauge	. 1.9		Heavy (1/8") Gauge		11.9		
Medium Gauge	. 1.6		Medium Gauge		9.8		
Standard Gauge	. 1.4		Standard Gauge		8.7		
12" x 12" Linosets			24" x 24" Linosets				
Heavy (1/8") Gauge	. 3.3	4.1	Heavy (1/8") Gauge	12.4	15.8		
Medium Gauge	. 2.8	3.4	Medium Gauge	10.3	12.9		
Standard Gauge	. 2.5	3.0	Standard Gauge	9.2	11.5		
18" x 18" Linosets			*Three-color Linosets in unit package containing th	T :	C i b		
Heavy (1/8") Gauge	. 7.	8.9	design and gauge, in three alternate color combine	ations.	s of the same		
Medium Gauge	. 5.8	7.3	**Four-color Linosets in unit package containing fo		of the same		
Standard Gauge		6.5	design and gauge, in four alternate color combina	tions.	of the same		

## Shipping Weights of Armstrong's Linowall

Average Average crated wt. crated wt. per sq. yd. per roll or width and thickness in inches in lbs. unit package	Average Average crated wt. crated wt. per sq. yd, per roll or Width and thickness in inches in lbs. unit package
Patterns 700 to 738 and	Patterns 750 to 754 inclusive (.050")
770 to 775 inclusive (.045")	Roll—1 yard wide 4.5 68
Roll—1 yard wide	Roll—2 yards wide
Roll—2 yards wide	Standard Factory Unit—1-yard width* 3.8 23
Standard Factory Unit—2-yard width* 4.3 26	Standard Factory Unit—2-yard width* 4.5 27

Full-Size Unit: 1-yard width—2 pieces 3' x 9'—6 square yards; 2-yard width—1 piece 6' x 9'—6 square yards Half-Size Unit: 1-yard width—4 pieces 3' x 4½'—6 square yards; 2-yard width—2 pieces 6' x 4½'—6 square yards All Standard Factory Units wrapped in heavy paper for shipment, not crated

 ${\it Note}$ —Crated weights are average only, but accurate enough for estimating freight. There may be slight variations in the

weight of crated rolls, due to permissible variations in gauge, differences in yardage of rolls, and in weight of crating lumber.

## Shipping Weights of Armstrong's Rugs

Packed in Cartons, Not Crated—Weight in Pounds

Tacked III Cartolis, Not Of	ated—weight in Founds
Quaker Standard	Quaker Standard
18" x 36" (Carton of 12)23	$4\frac{1}{2}$ ' x 6'
3' x 4½' 7	6' x 9'25 21
3' x 4½' (Package of 3)18	6' x 12'32 26
3' x 6' 9	$7\frac{1}{2}$ ' x 9'
3' x 6' (Package of 3)24 3' x 9'	9' x 9'
3' x 9'	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$
3' x 12'	9' x 15'
4½′ x 4½′11	12' x 12'
$4\frac{1}{2}' \times 4\frac{1}{2}'$ (Package of 3)	12' x 15'
Shipping Weigh	its of Sundries
Weight per package in lbs.	Weight per package in Ibs.
Armstrong's Custom-Craft Dies	Armstrong's No. S-126 Linowall Paste
Complete set	1-gallon can (1 in a carton)
Pounding plate	1-gallon cans (4 in a carton)
Basa hammer	3-gallon can
Copper facings for Basa hammer (2 in package)	5-gallon can
Wooden box	Armstrong's No. S-140 Wall Size
Die No. 1 (left scroll)       6.5         Die No. 2 (right scroll)       6.5	1-gallon can (1 in a carton)
Die No. 3 (3" star)	1-gallon cans (4 in a carton)
Die No. 4 (5" star)	5-gallon can
Die No. 5 (rosette)	
Die No. 6 (3" circle)	Armstrong's No. S-275 Asphalt Primer
Die No. 7 (1½" circle)       2.8         Die No. 8 (chevron)       6.7	1-gallon can (1 in a carton)9
Die No. 9 (leaf) 4.3	1-gallon cans (4 in a carton)
Die No. 10 (petal)	5-gallon can
Armstrong's Floor Cleaner	30-gallon drum
Assorted carton (8 pints and 6 quarts)	Armstrong's Linowall Accessories
1-pint cans (24 in a carton)	No. S-12 Linowall paste roller 1
1-quart cans (12 in a carton)	No. S-13 Linowall seam roller
1-gallon can (1 in a carton)	No. S-14 Tool for applying Linowall fillet strip
1-gallon cans (4 in a carton)	No. S-16 Linoleum cap strip, $1\frac{1}{2}$ wide, $\frac{1}{8}$ gauge, (30 lineal
5-gallon can	feet per package)
15-gallon drum	No. S-17 Metal cap strip (4—6' lengths in a tube) 3.90
55-gallon drum	
55-gailon druin	Armstrong's Flash Type Cove and Base Accessories
Armstrong's Linogloss Wax	No. S-32 4½" Metal inside corners (concave), each
Assorted carton (8 pints and 6 quarts with 10-2-ounce	No. S-32 6" Metal inside corners (concave), each
samples)31	No. S-33 6" Metal outside corners (convex), each
1-pint cans (24 in a carton with 10—2-ounce samples) 39	No. S-44 $4\frac{1}{2}$ " End stops (right)
1-quart cans (12 in a carton with 10—2-ounce samples) 35 ½-gallon cans (6 in a carton)	No. S-44 6" End stops (right)
1-gallon can (1 in a carton)	No. S-45 $4\frac{1}{2}$ " End stops (left)
1-gallon cans (4 in a carton)	No. S-45 6" End stops (left)
5-gallon can 48	Armstrong's No. S-250 Armoflor Cement
15-gallon drum	1-gallon can (1 in a carton)9
30-gallon drum	1-gallon cans (4 in a carton)
	5-gallon can
Armstrong's Brushing Lacquer	30-gallon drum
1-pint cans (12 in a carton)	
1-quart cans (12 in a carton)	Armstrong's Cements
1-gallon can (1 in a carton)	No. S-210 No. S-236 Rustproof Waterproof
	380.00 (3.00
Armstrong's No. S-101 Linoleum Paste	1-pint cans (32 in a box)
1-quart cans (12 in a carton)	1-quart cans (12 in a carton) 36 37
1/2-gallon cans (6 in a carton)	1-gallon can (1 in a carton)
1-gallon can (1 in a carton)	1-gallon cans (4 in a carton)
1-gallon cans (4 in a carton)	5-gallon can 60 63
3-gallon can 42	Miscellaneous
5-gallon can	No. S-60 Linogloss applicators—9" (12 in a carton)11.6
30-gallon drum	No. S-60 Linogloss applicators—9 (12 in a carton)
Armstrong's Lining Felt	No. S-70 150-pound linoleum roller
50-lineal-yard roll (36" wide)	No. S-71 75-pound linoleum roller
5.	No. S-81 Universal scriber 4
Armstrong's Sink-Top Lining	No. S-86 Long straightedge (3" x 75")
50-lineal-yard roll (24" wide)	No. S-87 Short straightedge (3" x 3/½)

## CONVENIENT TABLE SHOWING ROOM AREAS IN SQUARE YARDS WILL MAKE IT EASIER TO FIGURE APPROXIMATE LINOLEUM YARDAGE

Length Feet - Width Feet	<b>≯</b> 6	6 ½	7	71/2	8	81/2	9	91/2	10	10 1/2	11	11 ½	12	121/2	13	13 ½	14	141/2	15
6 1	4	41/3	43/3	5	51/3	5%	6	61/3	623	7	71/3	73%	8	81/3	833	9	91/3	93%	10
6 1/2	41/3	4 3/1	51/6	5 ½	556	61/6	6 ½	7	71/4	733	8	81/3	833	91/6	91/3	9 3/4	101/6	101/2	10%
7	43/3	51/6	5 ½	556	614	633	7	71/2	7 3/4	8 1/4	834	9	91/3	93/4	101/6	10 1/2	11	111/3	1133
7 1/2	5	5 1/2	556	61/4	623	71/6	7 ½	8	81/3	8 3/4	91/6	93%	10	10 1/2	1056	111/4	1133	121/6	121/2
8	51/3	5%	61/4	623	71%	73/3	8	8 1/2	9	91/3	956	10 1/4	1023	111/6	1123	12	121/2	13	131/3
8 1/2	5%	61/6	623	716	7%	816	8 1/2	9	91/2	10	10 1/2	11	111/3	115%	121/3	1234	131/4	1334	141/6
9	6	6 1/2	7	7 ½	8	8 1/2	9	91/2	10	10 ½	11	111/2	12	121/2	13	1312	14	141/2	15
9 1/2	61/3	7	71/2	8	8 1/2	9.	9 1/2	101/6	1033	111/6	1133	1216	123/3	131/4	13 3/4	141/4	1456	151/3	15%
10	63/3	71/4	7,34	81/3	9	9 1/2	10	1033	111/6	11%	121/4	125%	131/3	14	141/2	15	1523	161/6	1633
10 ½	7	73/3	8 1/4	8 3/4	91/3	10	10 1/2	111/6	1133	121/4	12%	13 ½	14	1433	151/6	15 3/4	161/3	17	17 1/2
11	71/3	8	823	91/6	956	10 1/2	11	1133	121/4	125%	13 ½	141/6	1433	151/3	16	16 1/2	171/6	173/4	181/3
11 ½	723	81/3	9	93/3	101/4	11	11 ½	121/6	125%	13 ½	141/6	14 ¾	151/3	16	1623	171/4	18	1823	191/6
12	8	833	91/3	10	1023	111/3	12	12%	131/3	14	142/3	151/3	16	163/3	171/3	. 18	1833	191/3	20
121/2	81/3	91/6	934	10 ½	111/6	11%	12 1/2	13 1/4	14	1423	151/3	16	1633	17 ½	181/6	183/4	191/2	201/6	205%
13	823	91/3	101/6	1056	1133	121/3	13	13 3/4	141/2	151/6	16	1633	171/3	181/6	185%	191/2	20 1/4	21	2133
13 1/2	9	9 3/4	10 ½	111/4	12	1234	131/2	141/4	15	15 3/4	16 ½	171/4	18	1834	191/2	20 1/4	21	21 3/4	221/2
14	91/3	101/6	11	1133	121/2	131/4	14	145%	15%	161/3	171/6	18	1833	191/2	20 1/4	21	215%	22%	231/3
14 1/2	9%	10 ½	111/3	121/6	13	133/4	14 ½	151/3	161/6	17	17 ¾	1833	191/3	2016	21	21 3/4	223/3	23 1/2	241/6
15	10	1056	1133	121/2	131/3	141/6	15	1556	16%	17 1/2	181/3	191/6	20	2056	213/3	221/2	231/3	241/6	25

#### HOW TO USE THIS TABLE FOR ROUGH ESTIMATES

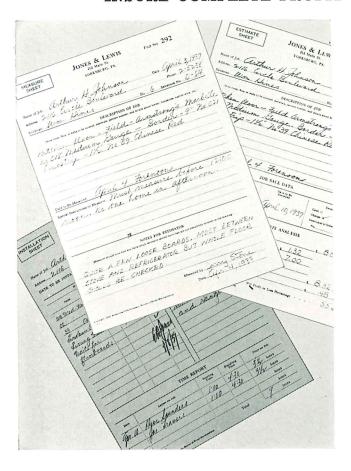
EXAMPLE: To find the square yardage of a room  $11\frac{1}{2}$  feet long and  $13\frac{1}{2}$  feet wide, find  $11\frac{1}{2}$  feet in the top row of figures, and  $13\frac{1}{2}$  feet in the leftmost row. These rows join at the box marked  $17\frac{1}{4}$ , which represents the area of the room in square yards and approximately the amount of material required. These yardage figures are accurate enough for quick

estimates when a customer asks, "About how much will it cost?" They should not be considered a final estimate, however, because they do not include waste for cutting and matching pattern, nor do they allow for special work such as Linosets, Linostrips, or borders. How to prepare an accurate working estimate is explained in our "Handbook for Linoleum Mechanics."

#### TABLE OF ROLL YARDAGE\*

	. Max.	Square Min	Yards . Max.	Square Min	Yards . Max.
All Plain Linoleum 2 yards wide. 30		Quaker Floor Covering 2 yards	cc1/	Linowall 2 yards wide20	33
All Jaspé Linoleum 2 yards wide. 30	$66\frac{1}{2}$	wide50	$66\frac{1}{2}$	All Linowall Standard Factory	_
Cork Carpet 2 yards wide28	661/2	Quaker Floor Covering 3 yards	100	Units, Full-size 6 All Linowall Standard Factory	6
All Marbelle Linoleum 2 yards	, 2	wide50	100	Units, Half-size 6	6
wide40	661/	Quaker Floor Covering 4 yards wide60	133	Ollits, Hall-size 6	6
	00/2		133	Linear	Yards
All Monobelle Linoleum 2 yards	cc1/	Standard Floor Covering 2 yards	661/	Min	. Max.
wide40	001/2	wide40	$66\frac{1}{2}$	Rug Border 24 inches wide30	70
All Inlaid Linoleum 2 yards		Standard Floor Covering 3 yards	100	Rug Border 36 inches wide30	70
wide40	$66\frac{1}{2}$	wide45	100	PassageLinoleum24incheswide.20	33
Inlaid Linoflor 2 yards wide 40	661/2	Standard Floor Covering 4 yards	122	Quaker Passage Covering 24	5767
		wide	133	inches wide20	33
Marbelle Linoflor 2 yards wide. 40	$66\frac{1}{2}$	Rug Border 2 yards wide40	70	Quaker Passage Covering 36	
Printed Linoleum 2 yards wide, 40	661/2	Mastic Armoflor 1 yard wide20	$33\frac{1}{2}$	inches wide20	33
	, 2	Mastic Armoflor 2 yards wide40	$66\frac{1}{2}$	Standard Passage Covering 24	
Printed Linoleum 4 yards wide. 60	133	Linowall 1 yard wide15	$33\frac{1}{2}$	inches wide20	33

## THREE SIMPLE FORMS FOR MEASURING, ESTIMATING, AND INSTALLING INSURE COMPLETE PROFIT-CONTROL ON EVERY JOB



Code Word

. Obaaz

Three simplified forms that insure efficient control of every stage of a linoleum, felt-base, or Linowall job are available to Armstrong merchants as a basic part of Armstrong's Job Control Plan. This plan, which was developed after extensive research by the Armstrong Bureau of Retail Merchandising, is described in a 22-page book that will be furnished without charge.

The forms shown here, which can be supplied in handy pads at nominal cost, provide a convenient means of assembling the necessary data for: (1) measuring, (2) estimating, (3) installing, and (4) computing labor costs, material costs, and profits on every job.

They are so simple that no extra clerical work is required to employ them profitably. A free set, for examination, will be sent to Armstrong merchants.

The first form—the Measure Sheet—makes it easy and convenient for the measurer to report all facts that will be required by the estimator, including a sketch of the job and a review of special work or special materials required to complete the job. The Estimate Sheet makes it impossible to overlook the cost of sundries, travel, overhead, and other factors, often forgotten. The Installation Sheet, in addition to furnishing a list of materials and instructions to the mechanic, also contains a time report that permits the merchant to compare the efficiency of his laying crews and detect whether labor is a source of profit or loss.

## QUESTIONS, ANSWERS, AND SUNDRIES

Sizes and Widths

Code Word

How soon can you ship?
Answers Can ship immediately
Have shipped by freight on
Miscellaneous
Ship by truckOaswe Wire if you can supply or notOBAHO
Write if you can supply or notOBAJE If you cannot supply at once wire fullyOBALC
If you cannot supply at once write fullyOBANJ
Send rolls nearest to quantity ordered Obarn
Start tracer for shipment of Obavi
Ship by express as soon as possibleOBBLU
Ship by freight as soon as possible Obbur Record order and wire earliest shipment Obcey
Add to order being shipped
Advise when order is shippedOBEGS
Include car now moving following
patternsOBFLA
Additional ordercar in mail must be includedObidu
For use on one job ship closest to and no less than the following yardageОЕПРИ
Include near not less thanOFAMO
Wire probable date of shipmentOMDWI
Mail probable date of shipmentOMEAC Wire if car has been shippedOMEEM

Questions

How soon can you ship?.

24" Wide.         OESEP           1 Yard Wide.         OESIM           2 Yards Wide.         OESIM           3 Yards Wide.         OESOS           4 Yards Wide.         OESUL           18" x 36".         OETAP           3' x 4½'.         OETGA           3' x 9'.         ODAHI           3' x 12'.         OBALC           4½' x 4½'.         OETOX           4½' x 4½'.         OETUB           6' x 9'.         OETUB           6' x 9'.         OETVE           6' x 12'.         OETWO           7½' x 9'.         OELAV           9' x 10½'.         OEUCT           9' x 10½'.         OEUCT           9' x 10½'.         OEUCT													
9' x 12'OEUGZ													
9' x 15'													
12' x 12'OEUNN													
12' x 15'													
Sundries Cement, Armoflor, No. S-250, 1-gal. can,													
1 per carton													
1 per carton													
1 per carton OLoos Cement, Waterproof, No. S-236, 1-qt. cans, 12 per carton Owind Cement, Waterproof, No. S-236, 1-gal. can, 1 per carton Owigg													

	Code Word
	Cement, Waterproof, No. S-236, 1-gal. cans,
	4 per cartonOwija
	Cement, Waterproof, No. S-236, 5-gal. can. OWILE
	Cleaner, Floor, Assorted carton (8 pts. and
	6 qts.)Oalyz
	Cleaner, Floor, 1-pt. cans, 24 per cartonOALED
	Cleaner, Floor, 1-qt. cans, 12 per carton Oalik
	Cleaner, Floor, 1-gal. can, 1 per cartonOALOF
	Cleaner, Floor, 1-gal. cans, 4 per cartonOALUR
	Cleaner, Floor, 5-gal. canOANOV
	Cleaner, Floor, 15-gal. drumOANUS
	Cleaner, Floor, 30-gal. drumOANYX
	Cleaner, Floor, 55-gal. drumOAOAV
	Felt, Lining, 36 inches wideOwkFI
	Paste, Linoleum, No. S-101, ½-gal. cans, 6 per cartonOwgpa
	Paste, Linoleum, No. S-101, 1-gal. can,
	1 per cartonOwguc
	Paste, Linoleum, No. S-101, 1-gal. cans,
	4 per cartonOLOLA
	Paste, Linoleum, No. S-101, 5-gal. canOLPTI
	Paste, Linoleum, No. S-101, 30-gal. drum. OWIAC
	Paste, Linowall, No. S-101, 50-gal. drum. Owing
	1 per cartonOTONN
	Paste, Linowall, No. S-126, 1-gal. cans,
	4 per cartonOTOOB
	Paste, Linowall, No. S-126, 5-gal. canОторн
	Wax, Linogloss, Assorted carton (8 pts.
	and 6 qts.)OALAM
	Wax, Linogloss, 1-pt. cans, 24 per carton. Opchy
	Wax, Linogloss, 1-qt. cans, 12 per carton. Opcis
	Wax, Linogloss, ½-gal. cans, 6 per carton. Oakuy
	Wax, Linogloss, 1-gal. can, 1 per carton OPCUW
	Wax, Linogloss, 1-gal. cans, 4 per carton. Opdiy
	Wax, Linogloss, 5-gal. can, 1 per carton Opens
	Wax, Linogloss, 15-gal. drumOamyD
	Wax, Linogloss, 30-gal. drumOanad
	Wax, Linogloss, 55-gal. drumOANEC
l	max, Linogioss, oo-gan didm

## DECODING INDEX

×	Cause	. 1	Gauge,	0.1.	Gauge, Width,	Code		ode	Gauge, Width,
Code Gauge, Width,	Code Width	Code Word Po		Code Word Patte	rn or Size	Vord Patte	rn or Size	Vord Patter	rn or Size
Word Pattern or Size	Word Pattern or Siz BEDOL 3421 Med.		0.000		10 4 5			FRLRG 447 FRLSH 447	71 3x12 71 6x9
A	BEDSO 3421 Med. BEDSO 3422 "	FBALY	2001		10 - 3		- I - I - I - I - I - I - I - I - I - I	FRLTI 447	
	BEGAN 3410 "	FBAMZ	2991 4 yds.		~1 0		60 9x12 I		$71  7\frac{1}{2}x9$
AIBOC 5561 Stand. AIBUR 5491 "	Ведот 3412 "	FBANA FBANG	2992 2 yds. 2881 2 yds.	FRBNA 116	24 9x9			FRLVK 44' FRLWL 44'	71 $9x9$ 71 $9x10\frac{1}{2}$
AIBYK 5570 "	BEIGA 3361	FBAOB	2992 3 yds.		,		0.0		71 9x10 <sup>2</sup>
AICAJ 5571 "	BEPYF 3280 " BEPYF 3281 "	FBAPC	2992 4 yds.				.00	FRLYN 44	71 9x15
AICIM 5580	Beral 3290 "	FBAPF	2881 3 yds.				61 3x12		71 12x12
AICOD 5591 " AICRO 5592 "	BEWAF 3390 "	FBASN	2882 2 yds. 2882 3 yds.				101 0110		20 3x9 20 3x12
AIDEB 5532 "	BEWIT 3392 "	FBATZ FBAZY	2891 2 yds.	FRCCU 44	110 0		,01	Frmfq 116 Frmgr 116	
AIDOL 5530 "		FBCAJ	2775 2 yds.		110 0		JOI 12.10		320 12x15
AIDUT 5531 "	D	Fвсвк	2775 3 yds.	I MODA	440 9x9		381 9x10½		321 3x9
AIKER 5640 " AIKIL 5641 "	Daibuly 13020 Hea	77	2775 4 yds. 2776 2 yds.	-	440 9x10½		001 0111		324 3x9 624 3x12
AIKME 5642 "	DBCAY 14290 Med DBCEH 14291 "	Г. ГВСЕК ГВСГО	2776 3 yds.		440 9x12		381 9x15 381 12x15		624 12x12
Аікот 5650 "	Dвско 14302 "	1777	2776 4 yds.		440 9x15 440 12x12	-	382 3x9		624 12x15
AIKPA 5051	DBCLA 14303 "	Fвснь	2777 2 yds.		440 12x15	FRICY 4	382 3x12		382 7½x9
AIKUS 5052	<b>Двсор</b> 14292 "	FBCIR	2777 3 yds. 2777 4 yds.		1441 3x9		382 12x12		382 9x9 382 9x10½
AILBT 5610 "	DBERF 14252	1 Bess	2795 2 yds.	FRCME 4	1441 3x12		382 12x15 382 6x9		382 9x10 <sub>2</sub>
Ailci 5601 "	DBFAR 14260 DBIBYKO 14011		2795 3 yds.		1441 6x9 1441 6x12		1410 3x9		382 9x15
AIMLD 5000	DBINU 14272 '	I Bear	2795 4 yds.		4441 6x12 4441 7½x9		4410 3x12	0.00	411 9x9
AIMOW 5661 " AIMRC 5662 "	DBINY 14271	I Don	2796 2 yds. 2796 4 yds.		4441 9x9		4410 6x9		411 9x10½ 411 9x12
AIMSN 5670 "	DBIOL 14270	FBCOZ FBCPY	2796 3 yds.	FRCRJ	4441 9x10½		4410 7½x9		411 9x15
AIMVO 5671 "	DBISUME 14160 DBXOV 14250	FBCRA	2797 2 yds.	200-0	4441 9x12		4410 9x9 4410 9x10½		411 12x12
AIMWE 5672 "		nd. FBCSB	2797 3 yds.		4441 9x15 4441 12x12		4410 9x12		4411 12x15
AIOMBMA 5352	Day 24 0408	" Гвстс	2797 4 yds. 2815 2 yds.		4441 12x15	FRITI	4410 9x15	7-5-	1247 6x9
Амвек 6350 Heav Амвні 6351 "	Dsbon 0356	" FBCUD " FBCVE	2815 2 yds. 2815 3 yds.		4450 3x9		4410 12x12		1247 7½x9 1247 9x9
Амсео 6360 "	DSCRE 0680 DSCUZ 0681	" FBCWF	2815 4 yds.	110111	4450 3x12		4410 12x15 4411 3x9		4247 9x10½
AMCIM 6361 "	DsDaw 0415	" Гвсүн	2873 2 yds.		4450 6x9 4247 3x9		4411 3x12	FRPUH	4247 9x12
AMCUM 6283	Dsecn 0427	" Гврот	2891 3 yds.		4247 3x12		4411 6x9		4247 9x15
Амсуі 6284 Амеон 6290 "	Dsedo 0435	" FBDUK " FBFYF	2750 3 yds. 2931 2 yds.	FRDTK	4380 3x9		4411 7½x9		4247 12x12 4247 12x15
Амере 6291 "	Dsegr 0436 Dsehs 0437	" FBGAP	2960 4 yds.	FRDUL	4380 3x12	/ <del></del>	4461 6x12 4461 7½x9		4471 12x15
AMFAW 6370 "	DSFAT 0375	" Гвсво	2970 2 yds.	FRDVM	4380 12x12 4380 12x15	Frkby Frkcz	4461 9x9	Frqbo	4472 3x9
AMFBI 6371	DSFEY 0376	" FBGCN	2970 3 yds.	FRDWN FRDXO	4381 3x9	FRKDA	$4461 9x10^{1}_{2}$		4472 3x12
AMFHU 6372 AMFOR 6271 "	Dsfid 0377	" FBGDQ " FBGNA	2970 4 yds. 2950 2 yds.	FRDYP	4381 3x12	FRKEB	4461 9x12	Frqdq Frqer	4472 6x9 4472 6x12
AMJAW 6300 "	DSFYL 0634 DSICAVU 0286	" Гвоза	2950 3 yds.	FRDZQ	4381 12x12	FREE	4461 9x15 4461 12x12	FRQER	4472 7½x9
AMJEZ 6310 "	DSICAVU 0286 DSNAK 0458	" Гверс	2950 4 yds.	FREAU	$4380 6x9$ $4380 7\frac{1}{2}x9$	FRKGD FRKHE	4461 12x15	FRQGT	4472 9x9
AMOLVTA 6240	D 0155	" FBGRE	2951 2 yds. 2951 3 yds.	FREBL FRECI	4380 9x9	FRKJG	4462 3x9	Frqhu	4472 9x10½
Amolwip 6260 Amombgy 6252 "	DSNOY 0456	" FBGSF " FBGTG		FREDO	$4380 9x10\frac{1}{2}$	Frkkh	4462 3x12	Frqiv Frqjw	4472 9x12 4472 9x15
AMPFU 6280 "	D 0990	" FBGUE	\$700 FEBRUARY \$200 \$1000	FREEY	4380 9x12	FRKLI FRKMJ	4462 6x9 4462 6x12	Frqkx	4472 12x12
AMPNF 6363 "		FBGVI		FREHA	4380 9x15 4450 6x12	FRENK	4462 7½x9	FRQLY	4472 12x15
ARCHU 090 '		FBGXF		FRFAT FRFBU	$4450  7\frac{1}{2}x9$	FRKOL	4462 9x9	FRQMZ	4380 6x12 4381 6x12
ARCHU 090 ARCIV 091 '		vds. FBGZN		FRFDW	$4450 9x10\frac{1}{2}$	FRKPM	4462 9x10½	Frqna Frqob	4381 6x12 4382 6x12
Arcna 092	Enney 8770 4	7		FRFEX	4450 9x12	Frkqn Frkro	4462 9x12 4462 9x15	FRQPC	4410 6x12
ARCOL 090 1 y	d. E 9779 9	yds. FBHEI		FREGZ	4450 12x12 4450 12x15	FRKSP	4462 12x12	FRQRE	4422 6x12
ARCPM 091 ARCQN 092	Ервер 8772 4	yds. FBHGI		FRFHA FRFIB	4451 3x9	FRKTQ	4462 12x15	FROSF	4430 6x12 11624 6x12
Arcso 093	Ервно 8780 9			73	4451 3x12	FRKUR	4463 3x9	FRQTG FRQUH	4411 6x12
Азрто 247 Не	avy Epbir 8780 5 Epbjs 8781 5		A 2882 4 yds.	FRFKD	4451 6x9	Frkvs Frkwt	4463 3x12 4463 6x9	FRSAJ	4422 3x9
ASELM 660	Ервія 8781 Ервкт 8781	yds. FBHR	The second secon		$4451 - 6x12$ $4451 - 7\frac{1}{2}x9$	FRKXU	4463 6x12	Frsbk	4422 3x12
ASHBY	« Еркан 8790 s				$4451   9x10\frac{1}{2}$	FRKYV	4463 $7\frac{1}{2}$ x9	FRSCL	$4422 6x9$ $4422 7\frac{1}{2}x9$
Ashlo 680	" Еркік 8791				4451 9x12	Frkzw	4463 9x9	Frsdm Frsen	4422 72X3
Ashmu 690	" ЕРКИЕ 8790 " ЕРКОТ 8791		P 2840 3 yds.	FRFPI	4451 12x12	FRLAP FRLBQ	$\begin{array}{ccc} 4463 & 9x10\frac{1}{2} \\ 4463 & 9x12 \end{array}$	Frse	4422 9x10½
Ashrs 691	" EPUAN 8773				4451 12x15 4452 3x9	FRLCR	4463 9x15	Frsgp	4422 9x12
Ashwo 692 Asibloz 356	" Ериво 8773	7.1			4452 3x12	FRLDS	4463 12x12	Frshq	4422 9x15 4422 12x12
ASICACH 246	" EPUCP 8792				4452 6x9	FRLET	4463 12x15	FRSIR FRSJS	4422 12x15
Aslew 670	" EPUER 8792	FBLN	u 2944 3 yds	FRFVO	4452 6x12	FRLFU FRLGV	4470 3x9 4470 3x12	FRSKT	4430 3x9
Aslno 673	" "	FBLE			$4452  7\frac{1}{2}x9$ $4452  9x10\frac{1}{2}$	FRLHW	4470 6x9	FRSLU	4430 3x12
ASLOB 671 ASTUC 602	"	FBN	1		4452 9x10 <sub>2</sub> 4452 9x12	FRLIX	4470 6x12	Frsmv	4430 6x9
$\begin{array}{cc} {\rm Astuc} & 602 \\ {\rm Aswoc} & 13022 \end{array}$	" Бваво 2980	2 yds. FBNG			4452 12x12	FRLJY	4470 $7\frac{1}{2}$ x9	Frsnw Frsox	$4430  7\frac{1}{2}x9$ $4430  9x9$
	2 8111	3 yds. FBN: 4 yds. FBU:	2 1	FRGEZ	4452 12x15	FRLKZ	$4470 9x9$ $4470 9x10\frac{1}{2}$	FRSOX	$4430 9 \times 10^{\frac{1}{2}}$
В		2 yds. FBW	AL 2940 2 yds	FRGID	11620 6x12 4247 6x12	FRLLA FRLMB	4470 9x10 <sub>2</sub> 4470 9x12	Frsqz	4430 9x12
Веами 3401 М	Ied. FBAFS 2981	3 yds. FBW	BM 2940 4 yds		4460 3x9	FRLNC	4470 9x15	Frsra	4430 9x15
ВЕАТН 3402	" FBAGT 2981	4 yds. FBW 2 yds. FBW			4460 3x12	Frlod	4470 12x12		4430 12x12 4430 12x15
BEAWY 3350		2 yds. FBW 2 yds. FBW		s. Frgoj	4460 6x9	FRLPE	4470 12x15 4471 3x9	Frstc Frvin	11620 6x9
BECOD 3381 BEDNY 3420		3 yds. FBW			4460 6x12	FRLQF	77/1 030		400000
$B_{\rm EDNY}$ 3420	1			[ 348 ]					

## DECODING INDEX (Continued)

Code		Gauge, Width,	Code	P	Gauge, Width,	Code	D. II	Gauge, Width,	Code	D. u.	Gauge, Width,	Code	D-44	Gauge, Width,	Code	Datton	Gauge, Width,
Word		or Size		Pattern	or Size Med.	Word Maton	Pattern	Stand.	Word Oghek	Pattern 7	or Size Med.	Word Ovyag		or Size Stand.	Word Qrdio	Pattern 4766	
FRVUB FRWAT	$11620 \\ 11620$		Mablu Mabor	024 024	Stand.	MATPU		Med.	OJABI		1/8"	OWEAV	26	1/8"	QRDJM	4766	
FRWOM	11620	50 000000	Mabon	03	Stand.	MATSA		Stand.	OJACT	9	3/6"	OWEEG	26	Med.	QRDKG		12x15
FRWYR		9x12	Мавит	018	Stand.	MATUV		Stand.	OJADE	5	Med.	OWEKU	28	1/8"	QRDLF		12x12
FRXEG	11620 $11621$		Мавум Масар	03 04	Med. Heavy	MATUW MATWA	021 021	Med. Heavy	OJAEG OJAFO	5 6	Stand.	OWELC OWFAD	29 27	1/8" 3/6"	QRDMC QRDNA	4765 4765	9x15 9x12
FRYFI FRYNA	11621	6x9 7±x9	MACAP	04	Med.	MAUDO		Stand.	OJAHU	6		OWFEP	27	Med.	QREEI	4567	
FRYPE	11621		Масет	04	Stand.	MAWAD	035	Heavy	Ојака	6	Stand.	OWFUR	28	Med.	QREFJ	4567	
FRYUT	11621	9x12	Macfu	019	Heavy	Mawbf	035	Med.	OJALO	7	Stand.	OWFYG	29	Med.	QREGL		12x12
	_		Machw	019 06	Med. Heavy	Mawco Mayny	035	Stand. Stand.	Ojanu Ojanu	10 9	Stand. Stand.	OWIRS	11 11	Med.	QREHK QREIF	4567 4606	12x15
	L		MACIX MACJY	019	Stand.	MAYOD	09	Stand.	OJAOF	11		Owiuj	10	Med.	QREJE	4606	3x12
· Lecen		2 yds.	MACLA	031	Heavy	MLHAN	1900	2 yds.	OJARA	16		Owizt	10	1/8"	QREKD		12x12
Leheg Lehit		<ul><li>2 yds.</li><li>2 yds.</li></ul>	Масмв	031	Med.	Мінве		2 yds.	OJASH	011		OWUAN			QRELC		12x15
Lehuk		2 yds.	Macne Madai	031 017	Stand. 3/6"	Мьнсо Мьніь		2 yds. 2 yds.	OLFAX OLFDA	25 26	Stand. Stand.	Owugo Owugo		1/8" Med.	QREMT QRENU	4635 4635	3x9 3x12
LFNAL		2 yds.	MADAO	021	/16 "	Мінот		2 yds.	OLFEM	40		Owuds		Stand.	QREOV		12x12
Lenbu		2 yds.	Madar	025	Heavy	Мінра		2 yds.	Оцено	41		OWUEJ	47	Stand.	QREPW		12x15
LENCO		2 yds. 2 yds.	MADAY	025	Med.	Мьнив		2 yds.	OLFIJ	42		OWUHY		Stand.	QREQX	4636	3x9
Lenhi Lenpa		2 yds.	MADAY MADBE	025 026	Stand. Heavy	Мьнуі Монат		2 yds. Heavy	Olfog Oltes	46 19	Stand. 3/6"	Owuis Owuki	28 34	Stand.	QRERY QRESZ		3x12 12x12
Lenro		2 yds.	MADBL	026		Монво	043		OMPEX	46	/16	Owuon			QRETM		12x15
Lensd		2 yds.	MADBU	026	Stand.	Монсу	040		Osung	24		OWUTA	34	Stand.	QREUN	4665	3x9
LFRBL LFRCM		2 yds. 2 yds.	MADEH		and the second	Монри		Heavy	Osuoj	24			0		QREVO		3x12
LFREO		2 yds.	Madei Madej	028 028		Mohea Mohlf	$044 \\ 042$		Osurm Osush	24 30	Stand. 1/8"		Q		QREWP QREXQ	4665 4665	12x12 12x15
LSAFU		Heavy	MAEAF			Монук	041		Osutz	30		QRAAB QRABU	4727		QREAZ		$7\frac{1}{2}$ x9
LSAGT	925		Маев			Момвт	041	Med.	Osuuv	30		QRABU	4695	3x12 3x9	QRFBY	4675	
LSAIX		Stand. Heavy	Maedi	07		Момси	043		Osuvo	33		QRADR	4727		QRFCO	4675	
LSAKY LSALZ	926		Maeej Maefk	010 010		Momes Momes	$040 \\ 044$		Osuwe Osuxi	33 33		QRAEF		3x12	QRFDX QRFED	4776 4675	6x9 9x9
LSAMD	926		MAEGL			Момно	046		OSUYF	37		QRAFG	4695		QRFGU	4776	
LSANK	927		Маени			Momnz	042		OSYAF	37	Med.	QRAGW QRAHX		$7\frac{1}{2}x9$ $9x10\frac{1}{2}$	QRFHT	4776	3x9
LSAOJ	927 927		MAEIN			Momrs	045	10000	Оѕүвт	37		QRAIJ		$7\frac{1}{2}$ x9	QRFLK	4635	9x15
LSARG LSBYD	932		Maejo Maeki			Mosan Mosba	$045 \\ 046$		OSYCH OSYDA	38 38		QRAJK		9x9	QRFW6 QRFXE	4766	12x15 12x12
LSCAD	932		MAEMI			Mosde		Stand.	OSYEW	38		QRAKL		$9x10\frac{1}{2}$ 9x12	QRFYC	4766	9x15
LSCEC	932		Макот			Мознм	044	Stand.	OSYGE	39		QRALM QRAMN		9x1z 9x15	QRFZB	4766	
Lscov	933 933		MAERY		55 TO 100	Mosif	040		OSYIR	39		QRANY		9x12	QRGJX	4675	
Lscus Lscyx	933		MAESY			Mosob Mosvu		Stand.	OSYMP OSYND	$\frac{39}{44}$		QRAOP		12x12	QRGKO QRGNJ	4675 4725	
LSDAK	934		MAEY!			110310	010	, istundi	Osyoz	44		QRAPQ		12x15 12x12	QRGOM		3x12
Lsdid	934		MAEW				O		Osyps	44		QRAQZ QRATH			QRGPI	4725	
LSDLA	934 937		MAFDE			OATABS	13	3/6"	OSYRN	45		QRAUC		$7\frac{1}{2}x9$	QRGQH		$7\frac{1}{2}x9$
LSFAL LSFBM			MAFGU			Олтаск		"	Osysm Osyti	45	Med. Stand.	QRAVA		$9x10\frac{1}{2}$	QRGRG QRGSF		$9x10\frac{1}{2}$ $9x12$
LSFCN	937		MAGAN			OAVVAC			Osyuc	9		QRAW!		9x12 6x9	QRGTE		
Lsfdo	938		Magbi			OAVVEZ OBEIB	2 25 20		Osyvu		Med.	QRAYV		$7\frac{1}{2}x9$	QRGVI		
Lsfep Lsffq	938 938		Magco			OBELF	21		Osywy			QRAZI	4636		QRGXC		
LSFGR	939		MAGIE			OBENZ	22		OSYXU OTAAL		Med. 3 1/8"	QRBHU			QRGZY		
Lsfhs	939	Med.	MAGL		Stand.	Овмек	14	4 " 4 Med.	Отаст		Med.	QRBIG QRBYI		$9x10\frac{1}{2}$ 9x12	QRHFT		9x9
LSFIT		Stand.	MAGM		6 Heavy	OBMUM OBODS	25		OTADU		3/6"	QRCAC		12x15	QRHG		9x15
Lsfju Lsfkv	940	_	MAGN		6 Med.	Овоги	23		OTAEN		5 ½" 5 Med.	QRCBF	4678	$9x10\frac{1}{2}$	QRHIX		9x9 9x15
Lsflw			MAGO		9 Heavy 6 Stand.	OBYFF	40		OTAIP OTAKS		3 ½"	QRCCQ		9x12	QRHN		9x10½
LSFMN		or ordered on Ex-	Magsi			OBYJE OBYLG	40	0 Med. 1 1⁄8″	OTALF		Med.	QRCDF QRCES		5 9x15 5 12x12	QRHO		
LSFNY			MAGU			Овтьо		1 Med.	Отамы		7 3/6"	QRCFT			QRHO		7½x9
Lsgda Lsgev			Манв		3 Heavy 3 Med.	OBYSP	49		Отаох		7 ½" 7 Med.	QRCGE		3 3x9	QRHO QRHP		9x9 9x10 <sup>1</sup> / <sub>2</sub>
Lsgji	949		Манс Манр		3 Stand.	OBYUX		2 Med.	OTAUZ		9 1/8"	QRCHO		3 3x12	QRHPI		9x12
LSGLT		Stand.	Мане		4 Heavy	Obyxo Obzar	4:	3 ½" 3 Med.	OTAW	r 19	9 Med.	QRCIH QRCJI		8 6x9 8 7½x9	QRHP		9x15
Lshbu			Манг		8 Heavy	OCAEB		6 1/8"	OTAYE		7 Stand.	QRCK		$9x10\frac{1}{2}$	QRHR		9x12 3 12x12
LSHD		3 Stand.	Манс		8 Med. 4 Med.	OCAIF		6 Med.	OTAZA OTBAY		2 ¾6" 2 ⅓8"	QRCLE			QRHSI		12x15
LSHE			Маны Манк		4 Stand.	Осамм			Отвен		2 Med.	QRCOI		8 12x12 8 12x15	QRIAC		6x9
LSHFY			MAID.		1 Stand.	Ocapa Odquo		<ol> <li>Med.</li> <li>¼"</li> </ol>	OVIEK		3 Stand.	QRCSM QRCTM		5 3x9	QRIBZ		6x12
Lshgz Lshh.		4 Stand. 5 Heavy	Магри		7 Heavy	ODREV		2 1/4"	Ovife		9 Stand.	QRCU	r 483	1 9x9	QRICE		$\frac{7\frac{1}{2}x9}{6x12}$
LSHIE			MAIR		7 Med. 8 ¾″	Оғкіт	2	5 Med.	OVME		$7 \frac{1}{8}''$ 0 6 mm.	QRCV		5 3x12	QRID		6x12
Lshjo	94	5 Stand.	Maon Maon			OFVID		8 ½" 8 Mod	Ovrij		0 3/6"	QRCW		$     \begin{array}{rrr}             5 & 6x9 \\             5 & 7\frac{1}{2}x9     \end{array} $	QRIFU		6x12
Lshk			Masy		1 Heavy	OFVUZ OFXOD		8 Med. 1 1/8"	Ovro		2 3/6"	QRCY		5 72X9 5 9x9	QRIGY		$9 \times 10^{\frac{1}{2}}$
Lshli Lshm		6 Med. 6 Stand.	Мата		1 Med.	OFYLK		1 Med.	Ovru		1 3/6"	QRCZ	476	$5 9x10\frac{1}{2}$	QRIHT		6 6x12
201111		- cunui	MATD		8 Heavy	OGBAK		4 3/6"	OVTA		<ol> <li>Med.</li> <li>Med.</li> </ol>	QRDA		6 $9x10\frac{1}{2}$	QRIIR QRIJG		5 6x12 6 9x12
	M		MATE MATE		9 Heavy 8 Med.	OGBDN OGBHR		4 ½" 4 Med.	OVTE		2 Med. 1 Med.	QRDB'		$6 9x9  6 7\frac{1}{2}x9$	QRIK		5 6x12
MAAV	WALT O	3 Heavy	MATI		9 Med.	OGBRB		4 Med. 4 Stand.	OVUT		0 Stand.	QRDE		6 9x15	QRILI	463	5 6x12
Маві		4 Heavy	MATL		2 Heavy	Обнам		7 1/8"	Ovuv	E 2	2 Stand.	QRDH	Q 476	6 6x9	QRIM	H 472	6 12x12

### DECODING INDEX (Continued)

Code		Gauge, Width,	Code		Gauge, Width,	Code		Gauge, Width,	Code		Gauge, Width,	Code		Gauge, Width,	Code		Gauge, Width,
Word	Pattern	20.00	Word		or Size	Word	Pattern	or Size	Word	Pattern	or Size	Word	Pattern	Service and	Word	Pattern	
QRINJ		12x15	QRLKV		$9x10\frac{1}{2}$	Qrojn		$7\frac{1}{2}x9$	QRQNW		12x15	QRYED	4990	$7\frac{1}{2}$ x9	TFENV	11122	
QRIOL	4675	1.1.1.1.000.000.000.000.000	QRLLU	4747	9x12	Qкоко	4787	9x9	QRQOX	4797	3x9	QRYFS	4990	$9x10\frac{1}{2}$	TFEOW	12280	
QRIPK	4735	3x9	QRLMC	4747		QROLP		$9x10\frac{1}{2}$	QRQPY		3x12	Qryjo	4990	9x12	TFESA	12370	
QRIQM	4735	3x12	QRLON	4747	12x12	QROOQ	4787	9x12	QRQQZ	4797	6x9	QRZIB	4990	9x9	Тгетв	12370	3 yds.
QRIRN	4735	6x9	QRLPL	4747	12x15	QROPR	4787	9x15	QRQRA	4797	6x12	Qrzko	4990	9x15	TFEUC		4 yds.
Qrisi	4665	6x12	QRLQG	4755	3x9	QROQS		12x12	Qrqsb	4797	$7\frac{1}{2}x9$				Тъсн	12410	2 yds.
QRITE	4636	6x12	QRLRF	4755	3x12	Qrost	4787		QRQTC	4797			2000		TFLDG	12410	
QRIUB	4606	6x12	QRLTD	4755	6x9	QROUV	4788	3x9	QRQUD		$9x10\frac{1}{2}$		$\mathbf{R}$		TFLEC	12410	
QRIVP	4735	-	QRLWB	4755	$7\frac{1}{2}$ x9	Qrowx	4788	6x9	QRQVE	4797	9x12	RBECR	59	2 vds.	TFLGD	12411	
QRIWQ		$9x10\frac{1}{2}$	QRLYA	4755	9x9	Qroxw	4788	3x12	QRQWF		9x15	RBEDS	57	24"	TFLJA	12411	
QRIXS		9x12	QRMAF	4755	$9x10\frac{1}{2}$	QROYM	4831	$4\frac{1}{2}$ x $4\frac{1}{2}$	QRQXG		12x12	RBEIX	57	36"	TFLNW	12411	
QRIYA	4567		QRMBG	4755	9x12	QROZA	4831	$4\frac{1}{2}x6$	QRQYH			RBELA	57	2 yds.	TFLOT	12412	
QRIZW		12x12	QRMCH	4755	9x15	QRPCO	4831		QRQZI	4805		Rвемв	58	24"	TFLRS	12412	
QRJAM		6x9	QRMDI	4755	12x12	QRPDR	4831		QRRAL	4805		RBENC	58	36"	TFLWN	12412	
QRJAY		12x15	QRMEJ	4755	12x15	QRPEB		12x12	QRRBM	4805	6x9	RBEOD	58	2 yds.	TFMDU	12350	
Qrjbo	4665	$7\frac{1}{2}x9$	QRNAE	4746	6x12	QRPFC		12x15	QRRCN	4805		RBESH	59	36"	TEMED	12350	
QRJCL		9x9	QRNBF	4747		QRPGF	4990		QRRDO		$7\frac{1}{2}x9$				Temes		4 yds.
Qrjez	4595	6x9	QRNCG	4755		QRPHG	4990		QRREP	4805	9x9				Тғмјо		2 yds.
QRJMD	4665	$9x10\frac{1}{2}$	QRNDH	4765	6x12	QRPIY	4788		QRRFO	4805			S		TFMLU	12351	
QRJNE	4665	9x12	QRNEI	4766		QRРJН	4990		QRRGR	4805		Scajo	P250	24"	Тғмме	12351	
QRJOF	4665	9x15	QRNFJ	4776	6x12	QRPJX		$7\frac{1}{2}x9$	QRRHS	4805	9x15	SCAMD	P250	36"	Темог		2 yds.
$Q_{RJSN}$	4737	3x9	QRNGK	4831		QRPKI	4990		QRRIT		12x12	SCAND	P251		Тғмрі		3 yds.
Qrjtk	4737	3x12	QRNHL	4990	6x12	QRPMW	4788		QRRJU		12x15	SCAPE	P251	36"	Temrg		4 yds.
Qrjuj		$7\frac{1}{2}x9$	QRNIM	4785		QRPNV	4788		QRRKV	4806		SCECAPH			TFMSJ		2 yds.
QRJVC	4737	6x9	QRNJN	4785		QRPOU	4788		QRRLW	4806	3x12	SCECAPH	P230	36"	Тғмтк	12343	
Qrjwb		$7\frac{1}{2}x9$	QRNKO	4785	6x9	QRPPT	4788		QRRMX	4806	6x9	SCHAC	P230		TFMUL	12343	
Qrjxa		$9x10\frac{1}{2}$	QRNLP	4785		QRPQS	4788		QRRNY	4806		SCWAN	P300		TFNAM		2 yds.
QRKAM		$9x10\frac{1}{2}$	QRNMQ		-	QRPRQ	4788		QRROZ	4806		SCWEL	P301		TFNAR		3 yds.
QRKBO		9x12	QRNNR	4785		QRPSP	4795		QRRPA	4806		Scwid	P240		Тгоак		2 yds.
QRKCP		12x12	QRNOS	4785	_	QRPTN	4795		QRRQB		$9x10\frac{1}{2}$	Scwuz	P240		TFOBL		3 yds.
QRKDN		12x15	QRNPT	4785		QRPUM	4795		QRRSD		9x15	SCXEK	P241		Тгосм		4 yds.
QRKIK		9x12	QRNQV	4785	9x15	QRPVK	4795		QRRTE		12x12	SCXMA	P241		Trodn		2 yds.
QRKPT	4746		QRNRU	4785		QRPWJ	4795		QRRUF		12x15	Sнор		24"	Тгоео		3 yds.
QRKQY		3x12	QRNSW			QRPXE	4795		QRRVG	4806		Shor	100	~ 1	Тгогр		4 yds.
QRKRZ	4746	6x9	QRNTX	4786	3x9	QRPYD	4795		QRSAV	4990					Тгонк		2 yds.
QRKSX		$7\frac{1}{2}x9$	QRNUY	4786		QRPZA		9x12	QRSIC	4990			T		Trois		3 yds.
QRKTW			QRNVZ	4786		QRQAJ		9x15	QRSKU	4990		/D	10000	11	Тгојт		4 yds.
QRKWI		$9x10\frac{1}{2}$	QRNWA			QRQBK	4795		QRUFU	4567	6x9	TEOCFIL			TFORB		2 yds.
QRKXJ		9x12	QRNXB			QRQCL		12x15	QRUGS	4567		TFAET		2 yds.	Trosc		3 yds.
QRKYD		9x15	QRNYC	4786		QRQDM	4796		QRUHR	4567	-	TFAGP TFAHR		2 yds.	Тготр		4 yds.
QRKZE		12x12	QRNZD	4786		QRQEN	4796		QRUIC	4567				2 yds.	Trowg		2 yds.
QRLAY	4746		QROAD	4786		QRQFO	4796		QRUOB	4831		Тгрвм		4 yds.	Тгохн		3 yds.
QRLBZ	4567		QROBF	4786		QRQGP	4796		QRURP	4831		Trdcn		4 yds.	Trozj		4 yds.
QRLCY		9x15	QROCG	4786		QRQHQ	4796	•	QRUSE	4831		Тгевј		2 yds.	Trumb		2 yds.
QRLFT	4747		QRODH	4786		QRQIR	4796		QRVRO	4831	6x9	Treck		3 yds.	Trung		3 yds.
QRLGS		3x12	QROEI	4787		QRQJS		$9x10\frac{1}{2}$	QRVUT	4831		TFEDL TFEFN		4 yds.	Trvly		2 yds.
QRLHR			QROFJ	4787		QRQKT	4796		QRWAF		- 3 - 3 - 3 - 3 - 3 - 3 - 3		12380	and wondered	Trvpu		3 yds.
QRLIQ		$7\frac{1}{2}x9$	QROHK			QRQLU	4796		QRWEC			Trego		3 yds.	TFYJU		2 yds.
QRLJP	4747	9x9	QROIL	4787	6x12	QRQMV	4796	12x12	QRYAM	4990	6x9	Тгенр	12380	4 yds.	TFYRC	12342	3 yds.

## CODE WORDS FOR ARMSTRONG'S LINOWALL

		E	'ull-size Star	ndard Unit	Half-size Ste	andard Unit	1			Full-size Star	ndard Unit	Half-size Sta	ındard Unit
Pattern	$1\ Yard\ Wide$	2 Yards Wide	$1$ -Yard $Width^1$	2-Yard Width <sup>2</sup>	$1$ -Yard $Width^3$	2-Yard Width <sup>4</sup>	Pattern	1 Yard Wide	2 Yards Wide	$\begin{array}{c} 1 ext{-} Yard \ Width^{ 1} \end{array}$	2-Yard Width <sup>2</sup>	1-Yard Width <sup>3</sup>	2-Yard Width4
700	LWITZ	LWIUB	LWPBO	LWPAN	LWPDQ	LWPCP	735	Lwlog	LWLUP	Lwsja	Lwsiz	Lwslc	Lwskb
702	LWIXI	LWIYE	LWPFS	LWPER	LWPHU	LWPGT	736	LWLYV	LWMAB	LWSNE	LWSMD	LWSPG	Lwsor
703	LWVEN	LWVIP	LWPJW	LWPIV	LWPLY	LWPKX	737	LWOBP	Lwocq	Lwsri	Lwsqn	Lwstk	Lwssj
704	Lwolg	LWONN	LWPNA	LWPMZ	LWPPC	LWPOB	738	LWODR	LWOES	Lwsvm	Lwsul	Lwsxo	Lwswn
705	Lwoob	LWOPH	LWPRE	LWPQD	LWPTG	LWPSF	750	LWOFT	Lwogu	Lwszq	LWSYP	LWTBI	LWTAH
706	LWAUX	LWAVY	LWPVI	LWPUH	LWPXK	LWPWJ	751	Lwonv	Lwoiw	LWTDK	LWTCJ	LWTFM	LWTEL
707	LWBMH	LWBOL	LWPZM	LWPYL	LWRBM	LWRAL	752	Lwojx	LWOKY	Lwtho	LWTGN	LWTJQ	LWTIP
708	LWBPM	Lwbsr	LWRDO	LWBCN	LWRFQ	LWREP	753	LWOMA	LWORF	LWTLS	LWTKR	LWTNU	LWTMT
709	Lwczi	LWCVE	LWRHS	LWRGR	LWRJU	LWRIT	754	Lwosg	Lwoth	LWTPW	Lwtov	LWTRY	LWTQX
710	Lwcup	Lwcsb	LWRLW	LWRKY	LWRNY	LWRMX	770	LWCNW	LWCMV	LWTTA	LWTSZ	LWTYC	LWTUB
711	LWCRA	Lwcoz	LWRPA	Lwroz	LWRRC	LWRQB	771	LWCLU	LWCKT	LWTXE	LWTWD	LWTZG	LWTYF
731	LWAWY	LWANA	LWRTE	LWRSD	LWRYG	LWRUF	772	Lwcjs	LWCIR	LWDBY	LWDAZ	LWDDW	Lwdcx
732	LWAOR	LWAPS	LWRXI	LWRWH	LWRZK	LWRYJ	773	LWCGP	Lwcfo	LWDFU	LWDEV	LWDHS	LWDGT
733	LWAQT	LWARU	Lwsbs	LWSAR	Lwsdu	LwscT	774	LWCEN	LWCDM	LWDJQ	LWDIR	Lwdlo	LWDKP
734	LWASY	LWATW	Lwsfw	LWSEV	LWSHY	Lwsgx	775	Lwcbk	LWCAJ	LWDNM	LWDMN	LWDPK	LWDOL

<sup>&</sup>lt;sup>1</sup>Full-size Standard Unit: 1-yard width—3 feet wide x 9 feet high, two to a package (6 square yards)

<sup>&</sup>lt;sup>2</sup>Full-size Standard Unit: 2-yard width—6 feet wide x 9 feet high, one to a package (6 square yards)

<sup>&</sup>lt;sup>3</sup>Half-size Standard Unit: 1-yard width—3 feet wide x 4½ feet high, four to a package (6 square yards)

 $<sup>^4</sup>$ Half-size Standard Unit: 2-yard width—6 feet wide x  $4\frac{1}{2}$  feet high, two to a package (6 square yards)

### WHOLESALERS AND WAREHOUSING POINTS

WHOLESALERS AND WAREHOUSING POINTS								
ALABAMA BIRMINGHAM Birmingham Electric Battery Company MOBILE Paterson Hdwe. & Supply Co., Inc. MONTGOMERY Montgomery Paper Company, Inc.	MICHIGAN  DETROIT	PENNS YLVANIA  ALLENTOWN Columbia Jobbing Company ALLENTOWN Royal Wholesale Company ALTOONA The H. C. Prutzman Co., Inc. ERIE H. D. Taylor Co. HARRISBURG Glanz, Behm & Herring, Inc. HUNTINGDON C. H. Miller Hardware Co.						
ARIZONA  BISBEE	MINNESOTA  DULUTH DeWitt-Seitz Company MINNEAPOLIS Armstrong Cork Company, Floor Division MINNEAPOLIS Lasher Carpet & Linoleum Co.	JOHNSTOWN Swank Hardware Company LANCASTER Landis & Co., Inc. c/o Keystone Storage Co. PHILADELPHIA C. D. Artman, Inc. PHILADELPHIA Glanz, Behm & Herring, Inc. PHILADELPHIA Glanz, Behm & Go., Inc. PHILADELPHIA Landis & Co., Inc. PITTSBURGH Arbuthnot-Stephenson Co. PITTSBURGH Empire Carpet Corporation						
CALIFORNIA  LOS ANGELES William Volker & Co. SAN DIEGO William Volker & Co. (Home Office, Los Angeles, Cal.)  SAN FRANCISCO	MISSISSIPPI  JACKSONTownsend Paper Company  MISSOURI  KANSAS CITYWilliam Volker & Co. ST. LOUISArmstrong Cork Company,	PITTSBURGH Empire Carpet Corporation PITTSBURGH Felix Half & Brother, Inc. READING Columbia Jobbing Company SCRANTON Columbia Jobbing Company WILKES-BARRE Columbia Jobbing Company (Home Office, Scranton, Pa.) YORK Gehly's Carpet House, Inc.						
Walton N. Moore Dry Goods Co. SAN FRANCISCO William Volker & Co. COLORADO	ST. LOUIS	RHODE ISLAND PROVIDENCEBallou, Johnson & Nichols Co.						
DENVER	BILLINGS Billings Hdwe. Company BUTTE F. E. Buck Sales Company BUTTE William Volker & Co. (Home Office, Salt Lake City, Utah) GREAT FALLS The John Leslie Paper Co.	SOUTH CAROLINA CHARLESTON William M. Bird & Co., Inc. COLUMBIA William M. Bird & Co., Inc. (Home Office, Charleston, S. C.) GREENVILLE Sullivan Hardware Company SPARTANBURG Sullivan Hardware Company						
HARTFORDEmpire Carpet Corporation	NEBRASKA							
FLORIDA  JACKSONVILLE	LINCOLN	SOUTH DAKOTA ABERDEENDakota Paper Company SIOUX FALLSSioux Falls Paint & Glass Co.						
(Home Office, Jacksonville, Fla.)  GEORGIA	PASSAICJersey Carpet Corporation	TENNESSEE  KNOXVILLE Armstrong Cork Company, Floor Division						
ATLANTAArmstrong Cork Company Floor Division IDAHO	NEW MEXICO  ALBUQUERQUEWilliam Volker & Co. (Home Office, Kansas City, Mo.)	c/o Fireproof Storage & Van, Inc. MEMPHIS Wm. R. Moore Dry Goods Co. NASHVILLE J. L. Perry Campany						
POCATELLOWilliam Volker & Co. (Home Office, Salt Lake City, Utah)	NEW YORK	TEXAS ABILENEWilliam Volker & Co.						
ILLINOIS  CHICAGO Armstrong Cork Company, Floor Division CHICAGO Carson Piric Scott & Co. CHICAGO Glabman Bros., Inc. PEORIA Isaac Walker Hardware Company	ALBANY . Albany Linoleum & Carpet Co., Inc. BINGHAMTON Columbia Jobbing Company BRONX Crockett and Buss, Inc. (Home Office, New York City) BRONX The Wornock Mills, Inc. (Home Office, New York City) BROOKLYN Empire Carpet Corporation (Home Office, New York City)	(Home Office, Dallas, Texas)  AMARILLOWilliam Volker & Co. (Home Office, Dallas, Texas)  CORPUS CHRISTIWilliam Volker & Co. (Home Office, Houston, Texas)  DALLASWilliam Volker & Co.  William Volker & Co.						
INDIANA  EVANSVILLE	(Home Office, New York City) BRONX	(Home Office, Kansas City, Mo.)  HOUSTON William Volker & Co.  SAN ANTONIO William Volker & Co.  WICHITA FALLS William Volker & Co.  (Home Office, Dallas, Texas)						
VINCENNESSaiter-Morgan Co., Inc.  IOWA	UTICAAlbany Linoleum & Carpet Co., Inc. UTICAColumbia Distributors, Inc.	SALT LAKE CITYWilliam Volker & Co.						
BURLINGTON Burlington Paper Company CEDAR RAPIDS Welch-Cook-Beals Co. DAVENPORT Midwest-Timmermann Company DES MOINES Luthe Hardware Co. SIOUX CITY Hansen Glass & Paint Co.	NORTH CAROLINA  CHARLOTTE Peerless Mattress Co. GOLDSBORO J. J. Haines & Co. LEXINGTON Peerless Mattress Co.	VIRGINIA  NORFOLKJ. J. Haines & Co. RICHMONDRichmond Dry Goods Co., Inc. ROANOKEJ. J. Haines & Co. c/o Roanoke Public Warehouse WINCHESTERW. H. Bosserman & Son						
KANSAS WICHITAWilliam Volker & Co.	NORTH DAKOTA FARGOFargo Paper Co.	WASHINGTON						
KENTUCKY LEXINGTONAdes-Lexington Dry Goods Co. LOUISVILLEThe Otis Hidden Co.	OHIO  CANTON	WASHINGTON SEATTLE						
LOUISIANA  NEW ORLEANSArmstrong Cork Company, Floor Division SHREVEPORTWilliam Volker & Co. (Home Office, Houston, Texas)  MAINE BANGORR. B. Dunning & Co.	CINCINNATI Griffith Distributing Corp. CLEVELAND Carson Pirie Scott & Co. CLEVELAND The Godin Carpet Company CLEVELAND The Sterling & Welch Co. COLUMBUS Carson Pirie Scott & Co. MANSFIELD The Hartman-Spreng Company TOLEDO Ohio Plate Glass Co. YOUNGSTOWN Arbuthnot-Stephenson Co. (Home Office, Pittsburgh, Pa.)	WEST VIRGINIA  BLUEFIELD						
MARYLAND  BALTIMORE Empire Carpet Corporation BALTIMORE J. J. Haines & Co.	OKLAHOMA OKLAHOMA CITY William Volker & Co. TULSA William Volker & Co. (Home Office, Kansas City, Mo.)	WISCONSIN  MILWAUKEECarson Pirie Scott & Co.  MILWAUKEEJohn Pritzlaff Hdwe. Co.						
MASSACHUSETTS BOSTON Empire Carpet Corporation BOSTON E. L. Ham Company BOSTON Joseph M. O'Callaghan Co.	OREGON PORTLANDWilliam Volker & Co.	WYOMING CASPERWilliam Volker & Co. (Home Office, Denver, Colo.)						

#### THE ARMSTRONG LINE

IN addition to floor materials the Armstrong Cork Company manufactures a wide range of other products. Below is a partial list of the products sold by the various divisions of the Company:

#### FLOOR DIVISION PRODUCTS

Armstrong's Linoleum: Plain, Jaspé, Marbelle, Monobelle, Inlaid, Embossed, and Printed Inlaid and Marbelle Linoflor Cork Carpet Quaker Rugs and Floor Covering Standard Felt-Base Rugs and Floor Covering Lining Felt Linoleum Paste Waterproof Cement Mastic Armoflor Linogloss Wax Brushing Lacquer Floor Cleaner Linowall—Wall Covering Ready-Cut Linosets Custom-Craft Dies Linowall Paste Linoleum and Linowall Laying Tools and Equipment

#### BUILDING MATERIALS DIVISION PRODUCTS

Cove and Base-Flash Type

Armstrong's Standard Corkboard LK Corkboard DI Corkboard Super-Service Corkboard Mastic Finish Corkboard Cork Covering and Fitting Covers Cork Lagging Fiberglas Insulation Vibracork Corkoustic Temcoustic 50 Cork Brick-Horse Brick and Cow Brick Granulated and Regranulated Cork Cements, Paints, Asphalt Emulsion Waterproof Finishes A-25, N-16, N-20, EF-22, and EF-26 Insulating Fire High Temperature Insulating Block Refractory Cements and Facings Coprtex High Temperature Block Monocork Plastic Cements Clay Type Asphalt Emulsion Products Soap Type Emulsions Liquid Asphalts, including roof cement, car cement, and caulking compounds Diatomaceous Earth Products Temlok Insulating Board Temlok Insulating Lath Temlok De Luxe Interior Finish—Boards, Panels, and Planks. Monowall Temlok Adhesives
Temlok Roof, Refrigerator, and Equipment Insulation
Temboard and Temboard De Luxe Temwood, Tempered Temwood, Blocked Temwood Temseal Insulating Sheathing Linotile (Oil-Bonded) Cork Tile Beveled Cork Tile Asphalt Tile Reinforced Rubber Tile Mastic Armoflor Units Tile Adhesives Cork Tile Cove and Base Rubber Tile Cove and Base

#### CORKWOOD DIVISION PRODUCTS

Corkwood and Grinding Cork Rustic Cork Bark

#### GLASS AND CLOSURE DIVISION PRODUCTS

Armstrong's Tapered Corks Tap Corks Crowns: Plain and Decorated Shoe Daubers Artmold Caps and Jar Covers Cork Discs and Liners Metal Caps and Jar Covers Ribbon Cork Applicator Caps and Corks Bungs Cel-O-Seal caps and bands Orifice Reducers Embossed-Top Corks Glass Containers Metal-Top Corks Druggists' Rubber Molded-Top Corks Sundries Shell Corks Hospital Supplies Wine and Champagne Corks

#### INDUSTRIAL DIVISION PRODUCTS

Natural Cork Products: Balls, Floats, Churn Strips, Polishing Wheels, Penholder Tips, Blocks and Sheets, Closures, Washers and Discs, Seine and Gill Corks Composition Cork Products: Gaskets, Balls, Rings, Washers, Discs, Strips, Ribbon Cork, Polishing Wheels, Blocks, and Cork Novelties Accopac, Cork Sheeting in Continuous Rolls Corkfabrik and Glazing Strip Cork-and-Rubber Anti-Squeak

Cork-and-Rubber Rolls, Sheets, Gaskets, Rings, Washers, Discs, Strips, Ribbon, Molded Parts, and Mounting Cushions

Corprene Sheets, Gaskets, Rings, Washers, Discs, Strips, Ribbon, Molded Parts, and Mounting Cushions Cork-and-Synthetic-Rubber Sheets, Gaskets, Ribbon, and Molded Parts

Linoleum and Other Floor Products for desk, counter, and table tops and various manufacturing uses other than flooring

Cork, Rubber, and Felt Products for mechanical and industrial applications Press Blankets, Molders' Blankets Sheathing Felt for Vibration Damping, Flooring Felt,

Roofing Felt, and Felt Specialties

Armstrong Car Cements

Armstrong-Victor Cork Gaskets, Corkolin, and Headlamp Strips

Ground Cork Glass Insulators Cork Expansion Joint Mastic Armoflor Cork Paper for Cigarette Linotile (Oil-Bonded) Cork Tile Tips Cork Carboy Cushions Cork Base Rubber Tile Linowall

Cork Bulletin Board Cements and Pastes Golf Grip Tape Typewriter Roll Covering Linoplate Automat Friction Blocks Dust Guards

Armstrong's Extra Cushion Seamless Cork Cots

Helically Wrapped Cork Cots Cots of Synthetic Rubber-like Materials: Accotex K-500, Accotex KC-550, Corprene DC-150

Throwster Roll Covers Worsted Roll Covers Temple Rolls, Plain and Threaded: Cork, Rubber, Accotex K-500, Corprene DC-150

Miscellaneous Loom Accessories: Take-up Roll Cover-ing (Cork, Rubber, Synthetic Rubber), Brake Band

Strips, Friction Let-offs, Clutch Plates, Cork Inserts Roll Covering and Buffing Machinery

Cements and Roll Varnish Washers and Friction Drives

Armstrong's Cork Box Toes Cork Lifts, Korxole, and Linosole Cork Composition Sheets Cork and Sponge Rubber

Sheets

Thermabox Toes Cork Bottom Filler Cork Counters

Metatarsal Pads Heel Pads Insoles Sundry Shoe Findings Bottom Filler Heaters Box Toe Heaters Ground Cork

Miscellaneous Cork, Rubber, and Felt Products for mechanical and industrial applications.

